







THE ROTARIAN

The Magazine

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WORLD-WIDE ROTARY

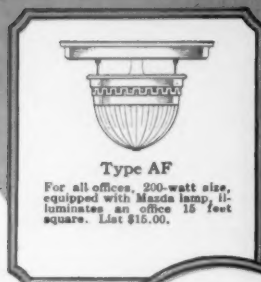
THE objects of Rotary are to encourage and foster:  The ideal of SERVICE as the basis of all worthy enterprise.  High ethical standards in business and professions.  The application of the ideal of service by every Rotarian to his personal, business, and community life.  The development of acquaintance as an opportunity for service.  The recognition of the worthiness of all useful occupations and the dignifying by each Rotarian of his occupation as an opportunity to serve society.  The advancement of understanding, good will, and international peace through a world fellowship of business and professional men united in the Rotary ideal of service. ~ ~ ~ ~



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Eighty-seven thousand copies of this issue were printed

Let The Rest Of The World Go By

By Phil Carspecken

THEY stood at the curb of a busy street,
 'Midst the noonday traffic and din;
 She with a battered and worn guitar,
 And he with an old violin,
 Facing the heedless and hurrying crowd
 With a sunken and sightless eye,
 And here is the song they passed to the throng—
 "Let the rest of the world go by."

Immersed in the gloom of eternal night,
 They stand at the curb and sing,
 While the sombre strum of the old guitar
 Joins the sob of the bow and string;
 Wistfully waiting and straining the ear
 For the clink of the coins that buy
 A roof for their head and a crust of bread—
 While the rest of the world goes by.

The music of life is a joyous thing,
 And carols a message of hope,
 But sweeter the cadence of muted string
 That is touched by the hands that grope.
 It throbs with emotions rooted in depths
 Never plumbed by the seeing eye;
 All dauntless the heart that can sing apart
 While the rest of the world goes by.

And now when I rail at my plans that fail,
 And Fate wears a ghastly grin,
 I hark to the strum of that old guitar,
 And the wail of that violin,
 And the quav'ring voices whose prayer ascends
 To the throne of God on high,
 As they plead in song to the heedless throng,
 While the rest of the world goes by.





Rotary and World Service

*An Eighteenth Anniversary Greeting
To All Rotarians*

By Paul P. Harris

*Founder of the first Rotary Club and President Emeritus
of Rotary International*

TO the men who are making Rotary so substantial an exemplification of the spirit of unselfish service throughout the world I wish to extend my personal greetings and felicitations on this, the eighteenth anniversary of the original Rotary Club in Chicago.

Rotary has passed its adolescent period. It is coming into its maturity as a world force. Peace and good will among peoples start with peace and good will among persons. Rotary is doing much to create the last condition which, in its turn, is sure to bring about the first.

What a wonderful goal has been set for our organization and how great is our incentive, to strive to translate what seemed an altruistic dream, into a practical accomplishment! This achievement will not come in our generation, or in several generations. But each year we have been able to look back on steady progress and each year we can turn, with renewed courage, toward the great rising sun of that accomplishment whose rays are even now reflected on the horizon.

If we pause on the summit of some high hill this twenty-third day of February, Anno Domini, 1923, it is manifest that

what seemed to be clouds when we stood in the valley below was in reality only a mist and that that mist is being rapidly dispelled by the sun. So it is in the affairs of men; war clouds hang threateningly and ominously over us at times but we can rise above them if we will, and then we shall have the satisfaction of seeing them vanish before the warm light of better understanding. There is no room for jealousies, suspicion, and hatred in the heart of him who earnestly cultivates a spirit of friendliness. He who tries to find the good in others will be rewarded for others will surely find the good in him. Of all of earth's sad and lonesome creatures, the most hopeless is he who loves not his fellow-men. As it is with individuals, so it is also with nations.

But Rotary is not an organization for retrospection. It is rather one whose worth and purpose lie in future activity rather than past performance. And so as we gather to observe this anniversary may we renew the pledge of service to our homes, our vocations, our communities, and our nations; and by endeavoring to put service to work in national affairs hasten that international amity which secures harmony and prosperity for all nations.



The Rotary Spirit and the World Crisis

By A. W. BEAVEN

The writer is pastor of the Lake Avenue Baptist Church, Rochester, N. Y.

Illustrations by Albert Winkler

THE greatest unsolved problem of the human race is the problem of human relationships. "How can men get along well together?" This is the question to which the race is still seeking an answer.

We seem able to solve our problems elsewhere. We were once afraid of the water but we have conquered that and our ships now sail triumphantly over it. We were once fearful about the air but now we ride buoyantly through it. We were once terrorized by electricity; now we use it to do our bidding—to speed our machines and to carry the human voice around the world. We used to be in danger from the animal creation but today there is no form of beast or fish that man has not conquered or tamed. We seem to be amply able to solve our relationships with the inanimate or the animal creation but how to get along well with each other seems yet to stagger us.

I have seen men who were great engineers, men who could solve the problem of burrowing a tunnel under a river, or throwing masses of concrete into the form of a great bridge or building, or who could construct a dam that would hold water to irrigate a whole desert, but who would stand helpless in trying to find a solution of the problems in their own homes, of relations to wife or children.

I have seen a man in business who could handle great financial interests and pile up capital until a fortune was

amassed. He could build a palace for a home and yet stand at last in that palace with millions of money at his control, having lost the heart of the wife, the love of children, and the confidence of friends; alone in magnificent isolation like the rich fool of the Bible of whom the Master said: "Thou fool!" These people had solved the relationship of *things*, but failed to solve the relationship with their own folks.

This is also the greatest unsolved problem in industry. We call it the *human* problem; the creating of the right spirit between the folks who operate in industry. We seem to be able to solve almost everything except this in the industrial world. And nowhere is the difficulty more acute than in our group relations as nations.

THERE have only been two theories put forward as solutions of this problem. The first is to let every man look out for "number one," or, as the slang phrase of the street has it, "do others and do them first." This selfish solution has had a large number of followers. It certainly has not failed because it has not been tried.

Over against this solution is the great ideal promulgated long ago by the Man of Galilee when He said: "Whatsoever

ye would that others should do unto you, do ye also unto them." This is the unselfish and co-operative solution. It puts each man, not over against the other to prey upon him, but as one of the great group, striving so that all members of the group may rise with him as he rises.

You will recognize immediately that this theory of co-operation by mutual service, as a solution for the problem of human relations, is the ideal of Rotary that we incorporate in our motto, "He profits most who serves best." It has been pushed by this great organization into the commercial world, and today is being backed by approximately ninety thousand Rotarians, in nearly fourteen hundred clubs, operating under more than a score of different flags.

While Rotary cannot claim to have initiated the principle, nor to be the only organization pushing it, Rotary certainly can claim credit for popularizing and promulgating that conception in the commercial world. How great the blessing has been that has come from it is no news to Rotarians. It has revolutionized many a man's conception of his own life and his own business. It has taken a man who has conducted his business on the selfish basis, feeling that to succeed he had to take the selfish attitude toward all others, and rise by pushing down his competitors and his help, and doing things that made the fine, big man in him feel ashamed; it has taken such a man, and has enabled him to make

what, in many ways, is the finest discovery of life: that his daily work, by which he earned his living, could become a channel through which he could honestly serve his fellow-men, developing the finest elements of his own manhood and leaving his community broadened and strengthened. Rotary has always stood in business for the right side of that old alternative: "A living vs. a life." It says to each of us, "You may live in your community, get a living out of it, that is piling up tremendously, and yet have a life that is growing smaller and narrower every day. On the other hand, you may live in your community and draw but a modest living out of it and yet live a life that is dominant and powerful and that will influence the community for good for generations to come. A man's living is what he gets out of it. A man's life is what both he and the rest of his fellow-men get out of it. It is exactly that and nothing more.

ROTARY says to us in the name of our motto: "You will really profit better in everything that makes your life worth while if you play fair by your community; but whether you actually profit more in cash or not, you have no right to live in a community in such a way that every man who does business with you will believe less in his fellowmen; so that every woman is a little less safe on the street and every child has a poorer chance at a full life. That sort of a man is a failure if he dies as rich as a Rockefeller."

Rotary demands that a man shall do his bit of the world's work so that the impact of his life makes men who do business with him have a firmer trust in humanity; makes womanhood feel safer; and makes every child have a better chance. The man who lives his life in that way is a success in his town though he die as poor as Abraham Lincoln or Jesus Christ. The commercial world has always insisted that men keep books on their "living." Rotary insists that men keep books on "life." How fine this ideal is and how many problems it

has solved in the commercial world, Rotary can testify.

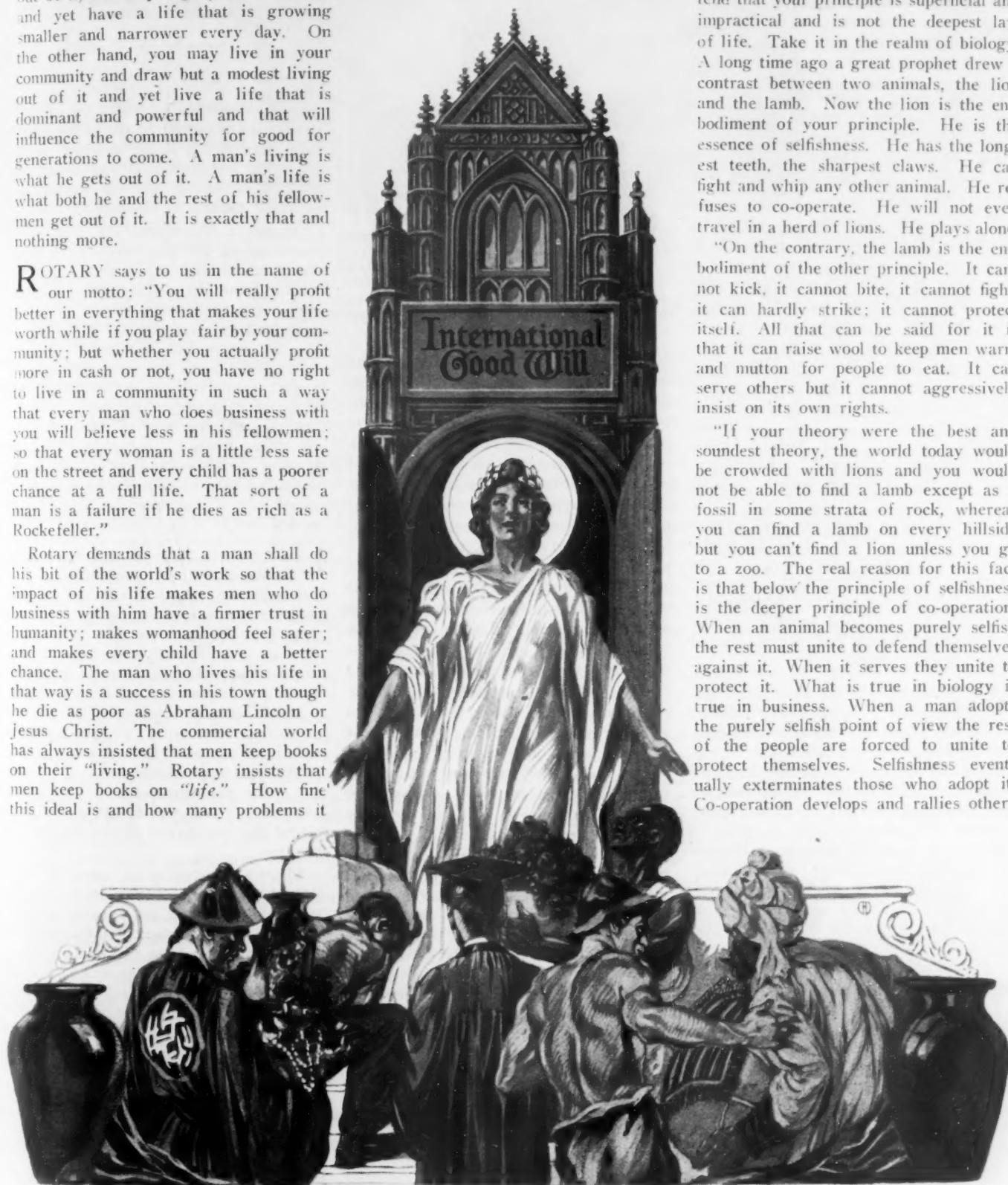
Nor do we admit that this is purely idealistic or impracticable. On the other hand we contend that it is rooted in the deepest laws of life. I remember speaking of this method of service one time to a certain gentleman who laughed at it as wildly idealistic. Said he: "Sir, the idea of looking out for number one is the only thing that can really stand. It is written into us through centuries

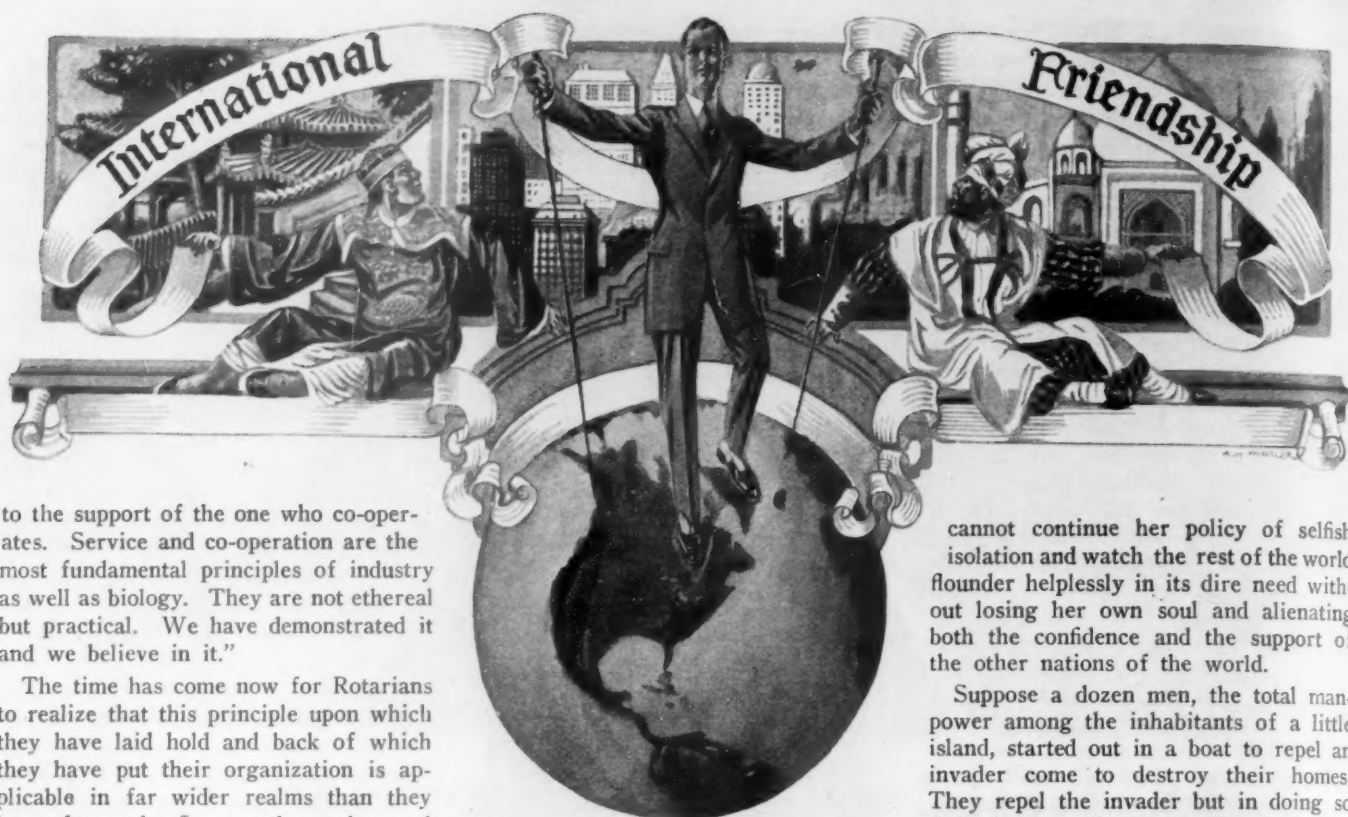
of struggle, and the great principle of the survival of the fittest is biology's answer to your question. It has been the strong that have survived; the weak have gone to the wall. Science teaches this; and in history it has been such men as Napoleon who have crushed others and who have come out on top. Your idea of co-operation and service is impractical and won't stand in life."

I SAID to him: "I know there are many who hold as you do, but in turn I contend that your principle is superficial and impractical and is not the deepest law of life. Take it in the realm of biology. A long time ago a great prophet drew a contrast between two animals, the lion and the lamb. Now the lion is the embodiment of your principle. He is the essence of selfishness. He has the longest teeth, the sharpest claws. He can fight and whip any other animal. He refuses to co-operate. He will not even travel in a herd of lions. He plays alone.

"On the contrary, the lamb is the embodiment of the other principle. It cannot kick, it cannot bite, it cannot fight, it can hardly strike; it cannot protect itself. All that can be said for it is that it can raise wool to keep men warm and mutton for people to eat. It can serve others but it cannot aggressively insist on its own rights.

"If your theory were the best and soundest theory, the world today would be crowded with lions and you would not be able to find a lamb except as a fossil in some strata of rock, whereas you can find a lamb on every hillside but you can't find a lion unless you go to a zoo. The real reason for this fact is that below the principle of selfishness is the deeper principle of co-operation. When an animal becomes purely selfish the rest must unite to defend themselves against it. When it serves they unite to protect it. What is true in biology is true in business. When a man adopts the purely selfish point of view the rest of the people are forced to unite to protect themselves. Selfishness eventually exterminates those who adopt it. Co-operation develops and rallies others





to the support of the one who co-operates. Service and co-operation are the most fundamental principles of industry as well as biology. They are not ethereal but practical. We have demonstrated it and we believe in it."

The time has come now for Rotarians to realize that this principle upon which they have laid hold and back of which they have put their organization is applicable in far wider realms than they have dreamed. In no other sphere of life is the problem of human relationships more acute today than in the zone of national contacts. For the most part the attitude that nations have taken toward each other has been the tooth-and-claw attitude. The bigger nation could get what it wanted; the little nation was tramped upon whether openly in war or quietly in the council room. The spirit of co-operation and service has been taboo. The spirit of might making right has been more or less played to the limit in this field. The war method of solving questions between nations has been a good example of the spirit of selfishness that has dominated our national attitude.

WE have come to the realization that there must be some better solution for this problem of national relationship, not because of a pious belief that "it will be a nicer world for us to live in if we treat each other better" but because we are beginning to find that the selfish nationalistic point of view is going to drag us all down to destruction. Nations are proving what Rotary has contended: that selfishness is self-destructive and, more than that, the more any of us pursue the selfish policy the more we sow the seeds of our own destruction.

Germany, for instance, starts out with the selfish policy to tramp over the rights of other nations; to have her own way in the world regardless of others. Immediately, nations that prior to that time would hardly speak to each other were united to crush her and she lies today a broken nation fairly well bled white. Today we realize that her own selfishness was her destruction.

America is facing now and has faced

for the last three years the question as to whether our attitude toward the rest of the world should be selfish and isolated or co-operative and helpful. I am not ignorant of the complications nor of the questions that have been raised in this connection but we might as well face the fact that we practically reversed ourselves at the close of the war. We started out on a co-operative enterprise for the protection of the world from great danger and to render great service to humanity. For that we paid a great price and 80,000 of our boys gave their lives. When the task was half done we turned around and came home. We left our associates in the enterprise, broken, and some of them starving—all of them in the agony of great distress. We withdrew within our walls really the strongest and most powerful nation on earth, leaving not only our vanquished foe, but even our friends to struggle as best they might. For three years we have stood to one side. In reply to their cries for help we have offered them pious advice, while they have apparently sunk deeper and deeper into the mire in their attempt in their weakened condition, to solve world problems that could not be ultimately solved without both the council and the steadying hand of the one nation on earth either rich enough or strong enough to exercise that beneficent place of leadership.

I do not raise my voice to argue for some specific bit of machinery by which America can take a definite position in relation to the rest of the world's needs, but I am here to say that America

cannot continue her policy of selfish isolation and watch the rest of the world flounder helplessly in its dire need without losing her own soul and alienating both the confidence and the support of the other nations of the world.

Suppose a dozen men, the total manpower among the inhabitants of a little island, started out in a boat to repel an invader come to destroy their homes. They repel the invader but in doing so their boat capsizes and all are thrown into the water but one man. He remains in the boat. But what will happen to that man if he rows off to safety complimenting himself on the good fortune that has left him in the boat safe and strong while his erstwhile comrades struggle in the water? And what will be the attitude of those same comrades toward him if they ever again get back on dry land?

LET us not deceive ourselves into thinking that the world can go on the rocks and we not be affected. In the long run we are all going up or down together. Whether we like it or not America is pretty well at the heart of the world today. As she goes, so goes the world in a real sense. No nation ever had a much greater responsibility nor a greater opportunity. If we take a purely selfish attitude now, God pity the world. If America ever wanted a chance to show the really practical power of the great co-operative and serving spirit God has placed the opportunity before her at this moment.

There are going to be thousands who will shriek for the selfish point of view and will pooh-pooh the serving and unselfish point of view. Let the men of Rotary who have been able in the smaller realm of the commercial world to demonstrate the really working values of the serving and co-operative spirit, be the ones to champion the demand that that spirit shall have its fair chance in national policy.

Let us insist that in place of the old, selfish nationalism that taught suspicion of others and, therefore, fear and hate and led to the rise of the bitter feeling

(Continued on page 109)

In the Track of the Wheel

By CHARLES ST. JOHN

"I HAVE read somewhere or other, in Dionysius of Halicarnassus, I think, that history is philosophy teaching by examples," wrote Lord Bolingbroke. The phrase may aptly be applied to the history of Rotary, since Rotary furnishes a good example of ancient philosophy teaching through modern example. The fundamental precepts of Rotary are far from modern, although the organization itself is but eighteen years old.

The motto of Rotary—"Service above Self—He profits most who serves best"—is just another adaptation of the Golden Rule, and the teaching of the Golden Rule finds close parallels in the teachings of Confucius, Buddha, Lao-Tsze, and others. The doctrine not only dates from early history—it is truly cosmopolitan.

The principle of *service above self* has been a constant—if not a prevailing—influence with all races, and is again finding expression in a new creed. And that partly explains why the organization has spread to twenty-seven countries during its brief existence.

But if we cannot find a new philosophy to explain the growth of Rotary from one club in 1905 to more than thirteen hundred clubs at the beginning of 1923, perhaps we can find that the philosophy embodied in Rotary is applied in so novel a manner as to attract international interest. But no; again history repeats itself and offers examples of somewhat similar organizations scattered throughout the centuries. Luncheon clubs, we find, existed in the days of ancient Greece, though there was a tendency for their personnel to be wholly drawn from one trade or profession. In seventeenth-century England there were many clubs the members of which discussed social questions over their coffee: strangely enough one of these was known as the "Rota" club. Perhaps Chaucer had some similar group in mind when he wrote his "Canterbury Tales"; certainly the craft guilds occasionally combined forces to present the annual mystery play or to promote civic welfare.

Where, then, shall we seek the *appeal* of Rotary, the *raison d'être* that accounts for its extraordinarily quick growth? How shall we explain the fact that we



President Emeritus Paul P. Harris (left), founder of the first Rotary club in Chicago in 1905, and Vivian Carter of London, England, secretary for Rotary International in the British Isles. Secretary Carter visited the United States last summer, attended the Rotary Convention at Los Angeles, and was a guest of Paul Harris and Mrs. Harris at their attractive home in Morgan Park, a suburb of Chicago, where this photograph was taken.

may attend Rotary meetings in Hawaii, in China, in Australia, in Africa, in Europe, or in America? Turn again to the teachings of the great philosophers. To the orthodox believers, the philosophers' doctrines were disquieting, and anything that was disquieting was revolutionary and therefore to be condemned. There has always been a class which has distrusted and discounted radical ideas. The biographies of most great philosophers are records of a continual struggle, sometimes dwindling and sometimes increasing with the passing years—a struggle for the supremacy of truth as revealed by common experience. And not infrequently it happened that the conservative element, when once converted to the new theories, was the staunchest supporter of those same theories. Here again we find a parallel in Rotary, for Rotary philosophy is backed by the influence of leading business and professional men whose very livelihood is dependent on a certain measure of conservatism.

ROTARY has taught these men the joy that lies in service; it has helped them to keep in touch with youth, their own youth and the youthful aspirations of others; it has taught them that it is not so much a question of what particular calling is followed that ascribes a man's place in men's memories, as it is of the *manner* in which that avocation is followed; it has proved to them that man lives not for himself alone but for the effect of his life on others. All of this we perceive is not new doctrine, though never so generally applied to the par-

ticular field of commerce and professional activity. In other words, Rotary is the application of an old remedy to ever-modern ills, and the first contacts of that application are made in the business world.

"The beginning of philosophy," said Epictetus "is a consciousness of your own weakness and inability in necessary things." In a sense this was the beginning of the Rotary philosophy. Philosophy and loneliness are to some extent interchangeable terms. The lonely man has time to philosophize, and if his philosophy is good it will to some extent alleviate his loneliness. Because

Paul Harris, a Chicago lawyer, felt the need of companionship in business is one reason why we have Rotary. Because he realized that men working together can accomplish much more than the same men working singly; that a gathering of men from various trades and professions must inevitably bring a mutual enlightenment which would prove helpful socially as well as in business; that a selfish existence was not the best existence; and because he found men who agreed with him: the first Rotary club was formed on February 23rd, 1905, with a few charter members. Because the original plan was to hold successive meetings in rotation at the business places of the various members, the club was christened the "Rotary club." Another reason for this name was that the plan of "rotating memberships" had been suggested. Under this plan, a member would be elected for one year, making it necessary that each member stand the test of re-election each year. It was thought that such a plan would also stimulate regular attendance. However, the plan was not adopted, although it did help in furnishing an idea for a name. Curiously, there were originally no dues or initiation fees, the revenue for the club being entirely secured from a system of fines for non-attendance. As we look back it is easy to imagine that a lean attendance now and then might have been a welcome sight to the officials, helping as it would to fill the club coffers!

Other features and innovations were suggested by different members of that original group, characteristics that have

remained and which to-day distinguish the Rotary club and various other service clubs from other organizations. One member suggested photographs in the roster and the holding of "Ladies' Nights"; another was responsible for the "luncheon meeting"; singing and first-name acquaintance were other features introduced early into the club meetings; and so on, each of the few early members realizing his responsibility for the success of the venture and contributing his share to the new organization. Community service and civic welfare and other activities engaged the attention of clubs organized in other cities, these things gradually becoming grounded in Rotary—and finding a place in Rotary activity everywhere.

In November, 1908, a second club was formed in San Francisco as a result of a study of the Chicago club. In February following, Oakland, California, organized a club and in June of the same year organizations were started at Seattle and Los Angeles. In August, New York City found a place on the Rotary map, and a few months later Boston organized a club. In February, 1910, Tacoma, Washington, and Minneapolis and St. Paul, Minnesota, organized clubs in the order named. In March, St. Louis organized a club and the following month both New Orleans and Kansas City adopted the Rotary idea. The remainder of the year saw the organization of Rotary clubs in Lincoln, Nebraska; Portland, Oregon; Detroit, Michigan; Cincinnati and Cleveland, Ohio; and Philadelphia and Pittsburgh, Pennsylvania. Individual members and delegations from established clubs helped in the organization of the newcomers.

The need for a medium for the common utilization of ideas and plans of the various clubs was recognized, and the first convention of Rotary clubs was held at Chicago in 1910 for that purpose. The National Association of Rotary Clubs developed from this meeting followed by the second convention in 1911 at Portland, Oregon. In

1912, when the third convention was held in Duluth, Minnesota, delegates from Winnipeg, Canada, were present, and an application for membership was received by cable from the Rotary Club of London, England. This brought about a change of name to the "International Association of Rotary Clubs." Today, the organization under the new constitution adopted last year at the Los Angeles convention, is known by the simpler form of "Rotary International."

Paul Harris, still an active member of the Chicago club, has seen his idea adopted by more than thirteen hundred clubs with approximately 90,000 mem-

bers. Nine other members of the early group of nineteen members whose names made up the first printed roster are still members of the Chicago club. The basis of membership selection is the same today as it was eighteen years ago. The plan of having but one member from each business or professional classification as a safeguard

against the individual club becoming unwieldy with a large membership or from being dominated by any one business or professional group. As a cross-section representative of the diverse business and professional interests of a community, such a membership has many valuable features. Sim-

ilarly, in organizing clubs in various countries, provision is made to have the club membership as truly representative of the native element as possible avoiding any large representation of a colonial group. Thus we find that clubs in Cuba, in France, in Japan and elsewhere have a strong membership of nationals.

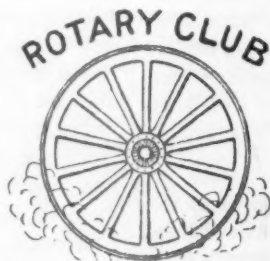
We have heard much in late years about practical Christianity as opposed to theological abstractions; Rotary is something even broader than practical religion. It is not necessary that a Rotarian be a Christian in the literal meaning of the term, but it is necessary that he be a man who is willing to serve humanity as well as he serves himself. Some Rotary clubs in the Far East have many among their members who are not

Christians, but no members who are unwilling to put service above self. As we compare the various leading religions it becomes evident that while they differ in many ways they are also similar in many ways. The Mohammedan, the Taoist, the Buddhist, the Christian, and the Jew, can all find common ground—in service. There seem to be certain fundamental ideals which have the general assent of humanity, as well as many details on which the various religions differ. To those who have these ideals and who have also the courage of their convictions, Rotary presents unlimited opportunity for the realization of these ideals, and this fact partly accounts for the rapid spread of the movement. For despite this wide divergence of racial and religious elements which have assimilated Rotary, no Rotary club has yet surrendered its charter as a member of Rotary International.

THE average man has but a limited capacity for abstractions, but a much greater capacity for concrete effort. By offering him opportunities for the latter, Rotary incidentally brings him a little closer to the former. In the numerous forms of service undertaken by Rotary clubs every member has a chance to do work he enjoys. There is an official program of Rotary International, and this is supplemented by individual effort of all kinds. This official program is arranged annually after the International Convention. Five international committees, each charged with some phase

S. SCHIELE, Coal (Schiele Bros. Coal Co.) 1245 State Street South 195	J. J. COMSTOCK, Commission Hardware 40 Dearborn Street Tel.
PAUL P. HARRIS, Attorney 91 Dearborn Street Central 2018 Auto. 5801	J. J. MURPHY (Murphy & Co., Drymen) 45 Peck Court Harrison 1962
G. H. LOEHR, Mining 711 Unity Building Central 1365	DR. C. W. HAWLEY, Oculist Chicago Savings Bank Bldg., Cor. State & Madison Central 2508
H. L. RUGGLES, Printer (H. L. Ruggles & Co.) 142 Monroe Street Central 1120 Auto. 6477	O. C. GAYLORD, Tailor 39 Dearborn Street Central 5835
WILLIAM JENSON (Reggie, Jenson & Co.) Real Estate, Renting and Insurance 105 Washington Street Central 3283 Auto. 5285	A. H. A. MORTIMER (Mariner Pure Food Co.) 67 Washington Street Central 1981
DR. GEO. E. BAXTER, Physician 34 Washington Street (11.00 A. M. to 1.00 P. M.) 1916 Evanston Avenue (8.30 A. M., 4 to 5, 7 to 8 P. M.) Lake View 370	J. P. SULLIVAN (J. P. Sullivan & Co., Painting and Decorating) 308 Thirty-First Street Douglas 1080
J. S. TUNNISON, Life Insurance 424 Marquette Building Central 4043	DR. WILL R. NEFF, Dentist 1112 Republic Building Harrison 1820
ARTHUR B. IRWIN (Standard Laundry Co.) 1818 Wabash Avenue South 494	CHAS. A. NEWTON, Insurance (H. J. Ullman & Co.) 159 La Salle Street Central 1129
A. L. WHITE Piano and Organ Manufacturer 315 Englewood Avenue Normal 382	CHAS. P. WEIL (Weil Bros. & Co., Ruling and Binding) 298 Dearborn Street Harrison 2246
E. W. TODD, Hay and Grain 1315 Wabash Avenue South 23	Honorary Members H. H. PORTER 1103 Stock Exchange Building GEO. CLARK Jacksonville, Fla.

This is the first roster of members of the first Rotary club, printed in 1905. In 18 years the membership of the Chicago Rotary Club has increased from nineteen active and two honorary members to more than four hundred members and the same short period has witnessed the establishment of Rotary clubs in more than thirteen hundred other cities comprising a membership of nearly 90,000 members in twenty-seven countries of the world.



The first emblem of the first Rotary Club

of Rotary activity, meet in Chicago for a week, and formulate a program for the coming year. The chairman of these committees present their reports to the International Board of Directors for co-ordination and adoption. The week thereafter thirty-nine district governors in charge of the thirty-nine districts into which Rotary International is divided, meet and are instructed in the working of the program. On his return to his district each governor assembles the executives of the clubs in his district, and instructs them in turn. The executives pass the program on to the individual club members. Information in regard to these various phases of activity is prepared at and furnished by the Headquarters Office in Chicago.

DUE to the character of its membership Rotary must inevitably exert an influence on the business and professional world. Its greatest contribution in this respect is made through its insistence on ethical business methods; through its constant campaign against fake advertising and sharp business practice. The Rotary Code of Ethics, adopted at the San Francisco convention in 1915, states that business is honorable only when its profits result from mutual advantage to all concerned.

Because each individual Rotarian must be the type of man who will readily adhere to such a code and is also the representative of some particular business or profession, the idea has spread rapidly. Some thirty or forty trade and craft organizations have already compiled codes more or less based on this Rotary Code of Ethics. As a result a new business consciousness has been aroused; business and professional men have learned that service is not merely ethical but is also good business from a purely materialistic standpoint. Rotary has not only raised the efficiency of com-

merce but has also increased public confidence in commercial dealing. It has refused to limit ethics to the copy-books but has made it an essential factor in good

Rotary International

BY STEWART C. MCFARLAND

ROTARY International means Rotary the world around.

It is an ideal and principle adaptable and applicable to all peoples and races and tongues.

It is a principle of action, an emotion of the heart, an idea or ideal of the intellect that will eventually cement humanity into a common brotherhood.

It is a golden thread of faith that is helping to knit the ravelled cares of a worried world into a beautiful fabric of understanding.

It is the silver lining of hope that all nations will soon behold in the dark clouds that have so long overshadowed the earth.

It is a renewal of the prophecy that our swords shall be turned into plowshares and our spears into pruning-hooks.

It is the spirit of the Most High made manifest in all our relations.

It is an organized and confident expression of the good in humanity that is already confounding the dwellers in the tents of wicked practices.

It is the oil of confidence poured over the troubled waters of all our racial, creedal and national prejudices.

In essence, it is the leaven that will leaven many other and equally potent organizations and inspire them to give hands and feet to the ideals and principles enunciated by all the great men of the ages.

Rotary International means the Golden Rule applied the world around—that whatsoever ye would that men should do unto you do ye even so unto them.

Rotary International is the greatest world demonstration of the workableness of the Sermon on the Mount—that it is possible for men to lift their heads into the clouds and to the loftiest gates of idealism and yet forever keep their feet on the rock of common sense.

Rotary International postulates a better world in which to live and love and work.

Rotary International!

practical business. This new sense of public responsibility will undoubtedly have far-reaching effects, both on international trade and on the relations of employers and employees.

In the field of community effort, Rotary's chief activity has been the Boys' Work movement. This activity has found expression through "Boys' Week" programs, back-to-school campaigns, and a score or more of other efforts. "Boys' Week" was conceived by a non-Rotarian and first sponsored by the New York Rotary Club in 1920. Since then a majority of the clubs have taken up the work, and now a large percentage of the cities where Rotary clubs exist witness an annual intensive campaign lasting one week, each day of which is devoted to some special phase of practical constructive work for future citizens.

Through the back-to-school movement, originated by the Rotary club of Blackwell, Oklahoma, in 1919, many thousand youngsters have been shown the advantages of

higher education and encouraged to secure it. One might fill this magazine with reports of boys-work activities which Rotary has undertaken. There is the crippled

children's work which was originated by the Rotary clubs of Ohio, and which has not only extended throughout the United States and Canada, but which is beginning to find its way to other countries. This is a wonderfully appealing work resulting in a new chance for hundreds of crippled children every year—a chance to either overcome their physical disabilities with proper surgical and medical aid, or at least to receive training which will place them more nearly on a par with normal human beings.

Health and sanitation is another field engaging the interest of Rotary clubs, and finding expression in free dental clinics for school children, public health clinics, playground work and the securing of equipment, crime surveys and clean-up campaigns, large civic improvements; in fact if a complete list could be compiled it would

include practically every phase of community and civic effort. Rotary clubs in various countries of the world have found fields of endeavor peculiar to

their own needs and their own locality. Community-betterment plans are found among the activities promoted successfully by Cuban clubs; the establishment of friendly relations between guilds and labor interests has been brought about by the Shanghai, China, club; the "jobs for demobs" campaign has been one of the naturally resultant post-war activities of the British clubs; the Paris, France, Rotary Club has interested itself in the cause of underprivileged boys and girls in their community. These typical items of service might be multiplied indefinitely.

WORKING as they do, both as individual units and as cogs in the Rotary machine, the clubs have no room for any but active members. It was, therefore, a wise provision of the founders which stressed attendance as a fundamental of Rotary membership. Later this requirement was made yet more rigid by the provision that any member who missed four successive meetings without good cause automatically lost his membership. There is very little "deadwood" in Rotary; the pressure is too strong for the inactive—and—the waiting list is too long! The fact that only one member

(Continued on page 110)



A later form of the first Rotary emblem



*Rotarians
Welcome!*



HERMAN SPOEHRER
President, the Rotary Club
Saint Louis, Mo.

*Saint Louis
June 18 to 22*

SAINT LOUIS INVITES YOU!

By HERMAN SPOEHRER

C'MON, fellers—every last one of you—Saint Louis—It simply won't go into words—the spirit of welcome, the anticipation, the pride and all of the big glorious feeling that goes with the idea that we have been selected of all the cities in the world to entertain Rotary International this year!

But we've got that feeling—all of it. Honestly and sincerely, I cannot think of a bigger thing that has come to me, nor a greater responsibility more cheerfully and hopefully undertaken by the members of our club, than the entertainment of our fellow-Rotarians from all over the world. I cannot think of a thing in the world the members of our club would rather do than go the limit in helping to make the stay of our visitors one of the biggest events of their lives.

That is what we've determined to do. That is what we are all prepared to do. We want every Rotarian to feel that in coming to Saint Louis he is coming to his home—to his own people.

To you, Rotarians from overseas, no matter what country claims you as its citizen, we are determined that while you are in Saint Louis you will never for a second have the feeling of being in a strange place. Being among Rotarians you will know that you are among friends and Saint Louis is a truly Rotary City.

In order to best express the willingness and unanimity with which the Saint Louis Rotary Club offered itself and is undertaking the delightful work of entertaining the International Convention next June, I may cite that at the first meeting at which it was unofficially announced that the convention had been awarded us and the proposed plan of financing was presented, our members subscribed to \$39,000 of Saint Louis Rotary Convention Guarantee Bonds.

As president of the host club I sincerely believe we are admirably qualified, from the standpoint of affording excellent housing facilities, meeting places, a commodious ball-room in which the president's ball is to be presented, and ideal and attractive entertainment features, to accommodate comfortably and entertain satisfactorily 12,000 visitors.

We have one hundred and sixty-five hotels. The capacity of twenty-two of the leading hotels is 15,000 guests. Visitors are assured of ample and comfortable hotel accommodations at practically the lowest rates prevailing throughout the United States.

The Saint Louis Coliseum, our meeting place—built for Conventions and absolutely fire-proof—is an acoustic marvel. It has a seating capacity of over 13,000 people. The coliseum is annually converted into a palace of grandeur on the occasion of the "Veiled Prophet" Ball of international fame. In preparation for the president's ball, the coliseum will be accorded treatment on the same extensive and magnificent scale.

FROM the dawn to the close of the year, Saint Louis weather is as good as the weather of any other American city and better than most of them. Autumn and Spring are perfect seasons in Saint Louis. Summer days are more comfortable than in most cities because of the prevailing southern breezes off the Ozark mountains and the low degree of humidity, which, after all, is the paramount factor in the question of comfort during a warm wave. The fact that Saint Louis has the lowest rate of infant mortality of any of the large American cities is ample proof of the excellence of Saint Louis' summer weather.

Saint Louis is noted for its diversified industries. It has twenty-one important lines of business, such as shoes, tobacco, woodenware, chemical, iron and steel, hardware, groceries, clothing, shirts, millinery, etc., doing a total business of approximately \$1,500,000,000. Exceptional and novel entertainment of a high order is being provided—particular attention being devoted to our women guests.

We are proud of the reputation our visitors have given us as "The Most Hospitable City," and we are never more happy than when we can prove to visitors that this reputation has been justly earned. Every man of the Rotary Club is striving to give demonstration of this reputation to their fellow-Rotarians the world over—

So—c'mon, fellers—Saint Louis awaits you!



The Sacrifice

By ACHMED ABDULLAH



ONCE past the threshold you might have imagined yourself in some old-fashioned American club reminiscent of red brick and snowy woodwork on lower Fifth Avenue or of brownstone front and brass-railed stoop in the Back Bay; the sort where they still put a poached egg on top of the Welsh rarebit, cook beans with New Orleans molasses, and make their strawberry shortcake on a foundation of biscuit dough, and where, by the same token, they show you mahogany-framed portraits of former prominent members in volunteer uniforms and curled side-whiskers and hands inserted Napoleonically between the second and third coat buttons. There was here just that kind of an atmosphere, rather rheumy and perhaps a trifle snobbish, but tremendous either way—called Americanism; the serving, sanely constructive variety, not the verbosely, fatuously academic near-Bolshevism of enthusiastic younger professors under the colors of a false democracy, nor on the other hand a war-clouted Neo-Prussianism which labels its patriotic contents as if they were alcohol and shouts its loyalty in and out of season in a rowdy refrain. There was no need in this club—for club it was—of jingoistic flag-wavers seeking an eager spotlight. It would have been resented by every one of the five members, if not as a down-right insult, then at least as something quite unnecessary and just a trifle comic.

The only two notes not in keeping with the rest of the setting were that instead of a proper fireplace with big logs blazing lemon and scarlet, there was stretched across the ceiling a punkah of white velvet swinging rhythmically from side to side to stir and cool the air, and that, instead of soft-footed, soft-spoken waiters in immaculate black and white, the orders were taken by frizzy, odorous, half-naked West African negroes with filed teeth, flat, tattooed noses, and guttural, clicky speech.

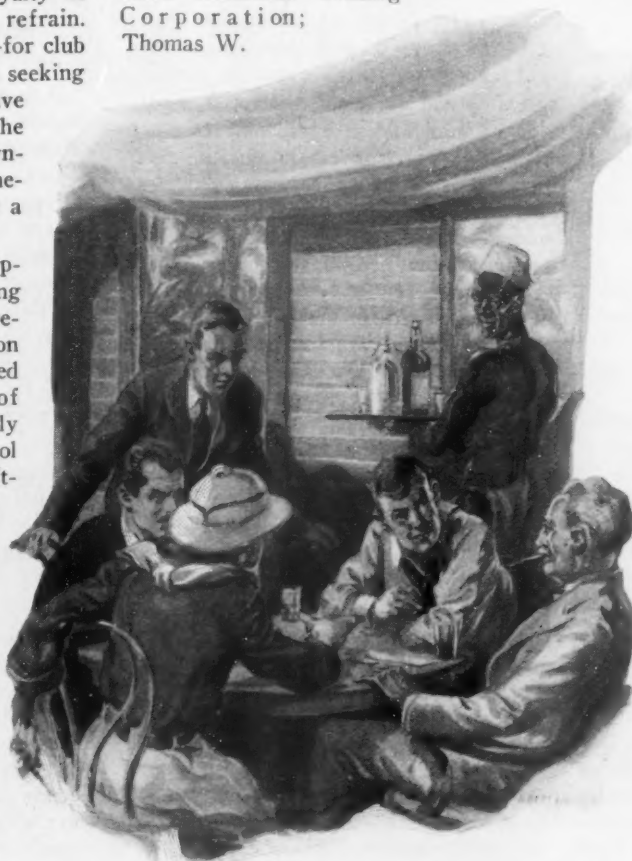
A look through the rattan window curtain would have solved the riddle of both punkah and negroes. For outside of the club building—named simply "American Club" on a small brass door-plate and advertised by neither flag nor bunting—Africa's west coast sweated and

droaned beneath the merciless, steamy, coppery heat.

There was beauty in the landscape. Under the rays of the tropical sun the sloping roofs of the warehouses and the bee-hive huts of the natives burned like the wings of a gigantic dragonfly in every mysterious blend of purple and green and blue. The sky was like an enameled cup, spotless but for a few clouds which were gnarled, fantastic, like arabesques written in vivid, cerise ink on some page of forgotten Byzantine gold. And in the distance, beyond the river's glitter and glimmer, the jungly forest swept out in a majestic line.

But today the five members of the club, sitting in the main room, talking with hushed, nervous voices, looking occasionally through the windows into the dusty yard where a handful of black porters, Ashantis and Kroos, were squatting and chattering about their cook pots, neither saw nor sensed Africa's potent and sensuous lure.

There was George Carter, originally from Chicago, the president of the club and, too, of the great Afro-American Trading Corporation; Thomas W.



"There you are, my boy. You're not the sort to quit under fire. Not you! Nor . . . any of you!"

Laughton, Virginian, engineer in the employ of the British colonial administration who had harnessed the enormous waterfalls of the Niger river seven hundred miles up the *hinterland*; Wesley Jones, a down-east Yankee and an independent trader; and Commodore McLaughlin, a Californian, who owned the fleet of paddle-wheel steamers that ran from the coast to the vicinity of the falls.

THERE was, finally, Peter Demarest, social and welfare worker, lately of New York's teeming East Side, who every day, in his tiny "settlement house," as he called it, ministered to the spiritual and material wants of the little community. His was a labor of joy—joy that he could be helping someone—even though that someone should be a black Ashanti porter; and who, according to Wesley Jones, had built his little hut with contributions cajoled and bullied out of the other club members' pockets.

"Well, my boy," Peter would reply, unabashed, "you're hardly the one to complain about it since maybe it will yet save your immortal soul. *Maybe*—you'll notice I said!"

They had all lived a lifetime in Africa; were all rich, with the exception of Peter. Carter was speaking of it now.

"I'm glad I have a few pennies saved up and tucked away safely in an American bank," he said.

"Why?" asked Peter.

"So that I can beat it home, to Chicago, any time I feel like it."

"Right," commented McLaughlin. "Same here."

"But—do you feel like it?" asked Peter.

"You bet!" Carter's voice peaked out suddenly, dramatically. He had a trick, when he was excited, of speaking in a curiously stilted, rather poetic language; a souvenir, said Laughton, who had gone to Harvard with him, of the days when he had edited the college magazine; and he went on that he hated this Africa—"a black, fetid fist," he called it, "giving riotously of gold and treasure, and squeezing and maiming even while it gives. I loathe it, fear it. . . ."

"Sure!" smiled Peter. "And you love it with that love which is stronger than the love of woman, and more grimly

compelling even to one than the love of gold."

"I'm going home just the same."

"Maybe ten years from now—or next year, on a visit," said Peter. "But not today—"

"Why not today?"

"There's a steamer leaving tomorrow for Liverpool. Have you taken passage?"

"Well—no—"

"There you are, my son. You're not the sort to quit under fire. Not you! Nor—" with a sweeping gesture—"any of you!"

"All the same I....."

A negro entered with a round of drinks, and again the voices dropped to a hush.

"Do the natives know?" inquired McLaughlin, when the servant had left.

"Of course. How can they help it?" Wesley Jones shrugged his shoulders. "You know how news travels in Africa—by the drums booming the gossip from kraal to kraal....."

"Looks mighty dangerous to me. That fellow doesn't bluff—ever....."

"Dangerous is right."

"You bet!"

"And the British—?"

"Seem helpless," commented Laugh-ton. "I had a talk last night with the governor. He admits it."

"But they sent soldiers—"

"Sure enough. What good, though? The man is like a phantom."

"They say he's a white man."

"He is," Peter inclined his head. "I know."

"Sure of it?"

"Positive. I saw him last month—when I was in the *hinterland*."

"What?" demanded Carter incredulously. "You mean that you actually—"

"Saw him—yes—talked to him."

"Heavens! And did he....."

"Speak about himself? Yes."

"But—what—what.....?"

"I can't tell you, my boy; not now, anyhow," Peter replied simply.

"What's his name?"

"M'ganu—the lion—the natives call him."

"I know, I know—" interrupted Carter impatiently. "But his real name—"

"I can't tell you."

They regarded Peter querulously. "Sort of promise-you-won't-tell stuff?" asked Carter with a faint sneer.

"No," replied Peter. "Purely a personal reason."

About a year earlier tales had begun to reach the coast from the interior of a white man who was evidently trying to emulate the deeds of the Arabs who had ruled and raided the upper Kongo before Stanley and the Belgians drove them out. At first came meagre reports of ivory caches plundered, of European factory inspectors being forced to hand over gold-dust and rubber and rifles and ammunition, of British and French na-



M'ganu was here today and there tomorrow, in and out of the brush with his wild followers . . . always at the place where he was not supposed to be.

tive villages being made to pay tribute.

Then came other tales, of droves of cattle being lifted by the raiders and driven north. Punitive expeditions were sent both by the British and the French. But they had no results except foot-sore Haussa soldiers and white officers down with black-water fever and cursing their luck. For M'ganu was as elusive as smoke. Even the harassed European colonial officials admitted that he was a genius at jungle warfare. The punitive expeditions grew in size, horse, foot, the guns, and aircraft; but they failed over and over again. M'ganu was here today and there tomorrow, dancing in and out of the bush with his wild followers, striking swiftly and mercilessly, and always at the place where he was not supposed to be.

AND then, almost overnight it seemed, the threat though at first annoying and costly and unimportant from a larger angle of vision, changed in character and in significance. It became of the utmost importance, the utmost, gravest danger. For it took on a political aspect; it boasted to write a new page on Africa's motley, blood-stained annals as news filtered through that M'ganu, the raider, the robber, had turned into M'ganu, the conqueror, the ruler; that all through the *hinterland* the warrior tribes were flocking to his standard, that from kraal to kraal his emissaries were preaching

an African Monroe Doctrine, a Holy War, declaring that Africa was for the Africans and that M'ganu was going to free the land and to drive the European invaders into the sea.

At first they laughed at the boast in the chancelleries of Paris and London; they ridiculed it in clubs and ministries and editorials. Then the laughter gave way to consternation, to something closely akin to panic, as newsboys ran through Piccadilly and Oxford Circus one evening shouting their extras that M'ganu had defeated a strong British column in a pitched battle, that he had cut the railway, destroyed the telegraph wires, and sent the flames licking over numerous European settlements, stations, and factories.

Came more news, by bush runners and friendly natives, all telling the same tale: M'ganu was steadily increasing his fighting forces, was crystallizing and centralizing his administrative organization.

It would be weeks and weeks before a thorough expedition could be organized. The fleet was unable to manoeuvre effectually off the swampy, river-cleft, tortuous coast. And in the meantime M'ganu had sent word to the British governor that presently he was coming down to the coast when he would hang the governor in front of his own residence and occupy it himself.

"And—" commented Carter—"he's



liable to do it." He sighed. "I wish I were back home in Chicago—safe and whole and snug....."

The others agreed, all but Peter, who sat staring straight ahead with puckered, rather melancholy eyes.

After all—it was Wesley Jones speaking and expressing the thoughts of the other three—what had they to do with it? This was Africa; British and French territories; British and French concern. What danger was there of tattooed Ashanti savages invading State Street and Brookline? What danger of painted warriors, led by a mysterious white renegade, looting the stores of Boylston Street and putting up a blood-smeared, wooden idol in front of the Copley-Plaza Hotel? Why—by George! "it's no fight of ours, no business of ours!"

"NO business of yours at all," said Peter, "except that you are Americans—"

"And—therefore—fools, carrying the other fellow's burden?" came Carter's bitter comment.

"And why not be fools?" smiled Peter. "It is such a glorious, such a divine thing, to be a fool—don't you think?"

"Do you?"

"Yes, my boy."

"Funny thing about Africa—" said McLaughlin after a short pause.

"What—?"

"That in Africa it is never a nation in turmoil, never a race in ferment which makes trouble and revolution—but always one man—one single man—like this confounded renegade—this M'ganu—"

"Yes—" agreed Laughton—"if we could get this one man, the trouble would blow over by itself—those blacks would be like a flock of sheep without the wether....."

"And, of course," said Peter slowly, "that one man should be killed—"

"Sure enough!" agreed Wesley Jones. "But he knows himself that he is the leader, that everything depends upon him alone. He never exposes himself in battle, they say....."

"I was not speaking about killing him in battle," rejoined Peter, calmly. "I mean—oh—just—killing—"

"You—you mean—murdering?" came Carter's sharp, shocked query.

"Exactly!"

"Heavens!"

"Why not?" went on Peter, gravely. "Death is more decent than life—at times. Death is the best argument in the world—at times. There is no contradicting it, no challenging its judgment. It is final. It is not a mere, weak-spined theorem which demands a yawning, bore-

some volume of proof, but it contains this proof in itself—at times."

"Peter!" cried Carter. "Please consider your—"

"Calling, you mean?"

"Yes."

"I am considering it," replied Peter. That's what makes it so hard—" he added, speaking as if to himself. "And that's why I say," he continued in a clear, loud voice, "that death and even murder—at times—is a practical, constructive, utterly sane and clean step in the direction of civilization, peace, and the average, blessed decencies....."

"Well—" commented Wesley Jones—"whatever your personal opinion, you'll have no chance of murdering M'ganu. From all accounts he's as wary as a fox. They say that he is always surrounded by a bodyguard of picked warriors who let nobody approach him....."

"I suppose so," said Peter again, half to himself. "He would—it's just like him."

And, after a short silence, casually:

"By the way, young Allen has come back to town."

"Mortimer Allen—?"

"Yes. He came last night. I gave him food and shelter."

"I suppose—" asked Carter—"he's the same as ever?"

"WORSE then ever," replied Peter. "Out of the jungle he came, naked but for a crimson, fringed Galla blanket, his face and body burnt the color of mahogany, his cheeks covered with a matted beard, and a grisly collection of witch and voodoo charms about his ankles. Dear, dear!" he sighed. "It's a sorry sight he was. I gave him food, helped him straighten up, and finally he was able to talk coherently."

"Why bother with him?" demanded Carter. "He is the sort of American who brings disgrace on our country—on every white man in Africa. He—a fellow of a first-class New York family—money he had once and bully promises—and now—? Gone to perdition with drink and drugs! Gone *fantee*—native....."

"Yes," agreed Peter. "I'm afraid he's past saving. And—by the way—" he looked up with a smile—"I am hard up myself. I always am, you know....."

"Taking up a collection for Allen?" asked Carter.

"Yes."

"I won't contribute a cent. Nothing doing—ever again! I've done so time and time again. We all have. It's like pouring money down a sewer. He's no good—absolutely no good."

"Well—" replied Peter—"if you don't want to give the money to Allen, you can lend it to me personally. I'll give you a note for the amount—shall we say fifty dollars?" And, to the others: "Fifty dollars apiece, boys?"

(Continued on page 106)

Two Men—and a New Crusade

By GARDNER MACK

THIS is a story of a new crusade.

There is no organization to it. There is no great propaganda behind it. In fact, the crusaders consist of two men only. Life started one of the men as a millboy, then it made a coal miner of him; but he failed at both and became a clown—a simple laughter-making jester who has spent years and years causing hard, careworn and life-weary faces of the children of Mother Earth to break into spontaneous smiles—into loud guffaws sometimes. And, many times, he left behind those smiles, just the trace of a tear, just a tightening of the muscles of the throat that told of the lightening of the load of a heavy heart and of a glow in a lonely soul.

The other is a bent, earth-scarred, heart-hungry old man, who was started in life as a physician, a dresser of wounded flesh, a healer of sick bodies. Once he was a country school teacher in the state of Virginia—just after the United States Civil War. He was an immigrant and he didn't make so very good in this country and went back to his homeland again. And that his homeland still exists, the world unites in declaring is largely due to the fact that he was a failure as a school teacher, as an immigrant, as a physician—and that he returned to his native soil when he did.

The clown tells the world he is seeking a New Road. The bent old man announces to all who can hear him that he is looking for Understanding. And when one asks a New Road to where? or an Understanding of what?—the answer is the same—

Friendship!

So far as the present chronicler knows, these two men have never met. But just as strange ships pass each other silently in the night, so these two passed him on the two sides of a busy day—and they very thoroughly cleared away from that day all other business but this—this attempt to tell something of them and their quest and their strangely different ways of going about it—the one for a New Road and the other for an Understanding—and both meaning the same thing—*Friendship!*



Rotarian
Sir Harry Lauder

Photographs: Underwood and
Underwood
Etchings by
Rosendo M. Gonzales

It is a rather curious thing, when one comes to think of it, that in this day of the radio when intelligence radiates almost automatically from one end of the earth to the other the instant it has become intelligence; when the happenings in Hongkong are known in London almost before the event has passed into Hongkong history; when one may go with the speed of a star—and high in the heavens near the stars; it seems rather curious that an age that radiates intelligence, yet must depend on word of mouth for Understanding; that the materials of which a New Road is built must painstakingly be placed in position, a block at a time, by hand. And yet that is this new crusade.

THESE two men came from different countries. They came in a different way and at different times. And they both chose the United States of America as the scene of their crusading. They both say that they chose the United States because in this country there is the most fertile ground for their ideas and that here they hope to find the men of heart

and of intelligence who will join them in their crusade; who will further work and who will bring into the world a kind of friendship that will help give further force to the interpretation that has been given the greatest of all commandments—"Whatsoever ye would that others do unto you, do ye even so unto them"—the interpretation of this great commandment which declares, "he profits most who serves best."

Be that as it may. It is not the office of the chronicler of happenings to do aught but set down what he sees and what he hears, that the reader thereof may understand the better how moves the world and adjust himself to it as he wills or as his training, his prejudice, or his inclination guides him. And so, because of the drama these two men made of a day and because of the world tragedy that has served as a propelling force to their separate quest for the same thing, the story of the day tells the story of their separate search—their self-appointed crusade.

It was at the birth of the afternoon when the members of the Chicago Rotary Club—the mother club of Rotary International—had pushed back their chairs, lighted their cigars, and had commanded the committees in charge of the day's doing to perform their tasks, that the first of the crusaders made his appearance. The chairman very briefly and very simply had helped relate a story of Thanksgiving Day. He had shown in a brief playlet something of the inception of Thanksgiving in America and of its relation to Rotary. And he had called attention, at last, to the potential Rotary held as an international force. All the world, he said, was interested in Rotary. And Rotary was interested vitally in the world. There was one man, one Rotarian, who was known to the world—a man who made the world laugh and made the world weep and made it supremely happy in discovering its capacity for laughter or for tears. That man the chairman introduced as the speaker of the day—Sir Harry Lauder.

And the jester—the professional clown and merry-maker—told the story of this quest to Chicago!

There are few people who do not know Harry Lauder. Black, white, yel-

low, red—all the races of man have heard and learned the true meaning of a smile from Harry Lauder. The man who as a boy failed in the flax mill, rebelled at the coal mine, and entered the music halls to sing and dance and joke his way into the hearts of men may have lost something of the devil-may-care jauntiness that made him conspicuous years ago. But in losing it he gained a God-bless-your-heart appeal that none of his earlier antics could inspire. There are people who say Harry Lauder has changed since the great war—that there is another and a richer and a deeper note to his song. Harry Lauder hasn't changed—much! He has only become more and more *Harry Lauder*. The greatest moment in Harry Lauder's life came during the great war. It came on the evening after he received a wire telling him of the passing of the soul of his son on the battlefield in Flanders. The father was filling an engagement in a London music hall. He was facing audiences made up of men and women—most of whom had received, or were expecting any moment to receive, just such telegrams. And Harry was helping to relieve the anxiety, to quiet the imaginative anticipation of the one—to assuage and make whole again the torn heart of the other. And then a wire came to the clown himself—on the night when he could have sung with the mimic Pagliacci—

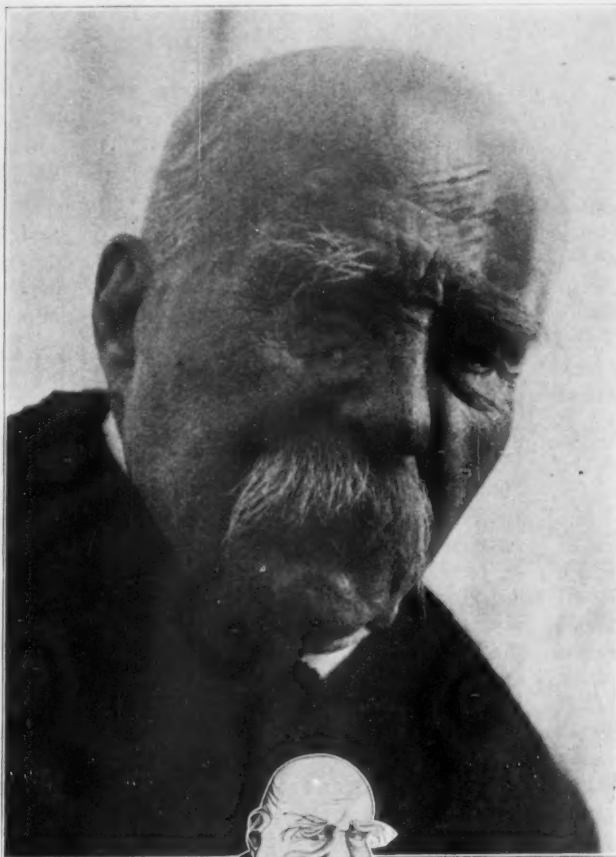
"Laugh—for the grief that is tearing your heart!"

Harry Lauder donned his motley and pranced out on the stage before those fellow-citizens of his—fellow-citizens in the land of blasted hope, of shattered dream, and fellow-citizens also in the land of stern resolve. Harry Lauder pranced and sang and hummed and mimicked—for "the grief that was tearing his heart." That was the great moment in Harry Lauder's life. And it was a great moment because there was a great man to make it so—a great man with a heart full of human love—that had been filled with human love through years of wandering and meeting people. And so the chronicler says again, there was no change in Harry Lauder because of the war. Only the real Harry Lauder broke through the paint and powder, the garish motley, and the heart of the man that had always been there showed itself.

And so the Harry Lauder that was discovered to the world has found since the great war that his motley does not disguise him. And now he wears his heart on his sleeve and he is going through the world—singing, prancing,

joking as of old—but every so often he holds up his arm—and the heart of the man, the naked heart of an honest-to-God man, is displayed!

That was just what he did that afternoon before the Chicago Rotary club—he held both his hand and his head high.



Georges
Clemenceau

"The Tiger
of France"

"When you ask God to make a summer, does he reach over and take a few flowers left over from last year, a clump of grass that has not been quite worn away by the winter winds, and a breeze that has blown so long it has filled itself with the dust of the road? Does God do that?" he asked. "You know he does not. He breathes the breath of life on a naked earth and it blossoms forth in flowers of its own—new blooms, new meadows swept by a new breeze that springs out of the purity of the gurgling brook.

"THE world wants men of vision to work with you men of action; men of vision from whose imagination there will come those things which you men of action may accomplish with your courage and your vital strength. And we want something more than material things. Take a drop of water—a dew-drop—a human tear. Take a human tear to the chemist. He will analyze it very quickly. He will tell you its exact chemical contents. Then tell the chemist to make for you a human tear. He can-

not. It contains something more than a certain proportion of oxygen and hydrogen. First it has beauty, it has sympathy, it has love—and it has anguish, agony—and it has humanity!

"Your chemist can make you a drop of water in his laboratory that will have the exact chemical proportions of a human tear. But he cannot put into it that which makes the human tear what it is.

"In 1914, we started a new road. You will know it when you get to it. It is lined with wonderful monuments. Some of those monuments mark the places where the blood of your boys has formed part of the material of that road. You will pause before all of those monuments and you will lift your hat in silent tribute to those who stood between you and that group of men who started out to go and do as they would in the world. That group of men to whom your boys and the boys of France and of Italy and the other allied countries said: 'You shall not pass!'—and they didn't pass.

"America, England, France—must carry on to completion that road. I own a wee bit of that road. And some of you American fathers here own wee bits of that road—wee bits of France we own with a title that can never be clouded—a title that will ever reflect the glory of those boys of ours. It was a road to happiness and to friendship that they started, and in which they laid foundations with their life blood. They

have left us to finish the road. Let us finish it. And let us have a new rule—I like the word 'rule'—it has a majestic roll. We must have a new rule with the new road. Let us provide that the vehicle of selfishness and hatred shall not pass and shall not mar the traffic of our civilization.

"And I ask you—are you going to help me to spread the religion of friendship—the friendship that must build and be the object of that new road? I ask you?"

So the clown with his heart on his sleeve, with tears no chemist can produce dammed just behind his voice—scarcely dammed in the hearts of his hearers—thus the clown goes on and on with his crusade. Everywhere he will go this year—as last year he went and the year before and the year before that—he will carry the banner of his cause before Rotary clubs, because he happens to be a Rotarian. And before other organizations where there are no Rotary clubs, because he happens to be a—a very wonderful clown with what he believes to be a very glorious cause.

And then later in the afternoon came the other—the ex-immigrant-teacher-physician-statesman who saved the world. It may be—perhaps it is—just a bit of romance to say that Georges Clemenceau was a failure as a physician and a country school teacher because he only lasted in America as an immigrant four years. He came in 1865 and left in 1869. He was twenty-four years of age when he came. It may be that it is just a bit of romance to say that he was a failure at those things because he never practiced either of them again. He hurried back to France in 1869 because there were clouds over France. Ever when clouds have settled over France the figure of Georges Clemenceau has been visible somewhere—ever since he has been an active man—that means.

"For fifteen hundred years—fifteen hundred years," this man declares, "France has been compelled to defend herself each half century."

THE last two times this cycle revolved Georges Clemenceau was there. He hurled himself into the vortex of the communistic days of 1870. As mayor of Montmartre he became a leading figure in the French capital in those times of national rebirth. He narrowly escaped the guillotine because of his tremendous and uncompromising love of France. And during the half century that followed—the constructive half century of the Third Republic—as a writer, as a political general, as a constant menace to those who would block the way of progress, Clemenceau was a tower of strength with one faction and a term of terror to the other. As deputy, as senator, as minister, as premier in the days of this up-building he stood always, single-hearted and uncompromisingly for France. He visualized the famous phrase of Stephen Decatur: "Our country! In her intercourse with foreign nations may she always be in the right; but our country right or wrong."

When three years of the agony of the world war had passed over France; when most of the 1,300,000 men who died for France during the war had been killed; when most of the 3,750,000

who were crippled were still bathing their wounds; when what was left of the 8,000,000 men France put in uniform were worn out and in a mood to brook no politicians—or their schemes—the figure of Georges Clemenceau came to the fore again. Age had weighted the shoulders just a trifle and slowed the quick step of youth. But fire still came from the eyes, there was deep sympathy in the sardonic smile—the only smile of that sort the chronicler ever saw that brimmed with sympathy and twinkled with a wise humor simultaneously. And there was still the swift, lightning flash of speech and the thunder of command. Clemenceau put life into the jaded armies of France and spurred them to new endeavor.

And then—when the politicians of the world gathered about the so-called peace tables in Paris—there again was Clemenceau—seated at the head of the table, his head bowed, but his eyes roving through the whole gamut of human expression and that whimsical, wise humor of a smile playing over that gray face. He spoke with low tones—save once or twice when he grew emphatic as to what France would or would not do. But he always spoke exactly to the point and made his point stick. When the politicians arose—France had what she had proposed to get. Clemenceau had seen to that.

And then—but let him tell it. He came out on the stage of the Chicago Auditorium, jammed to the doors with four thousand eager people—the favored ones of the ten thousand who stormed the doors—he came, bent, shuf-

fling in his step just a little, but very sure. The brilliance was in his eye as the band played "La Marseillaise" and the whimsical smile spread to a broad, happy grin of an 81-year-old boy when a shift in the key brought out the quick, strident strains of the French battle song, "Sambre et Meuse." There was no hesitation about him—there was really an eagerness. But a diffident, reserved eagerness, be it said, to be about his business. One of his introducers had told him that he felt what the world needed today is men who are not afraid to say what they think and do as they think. And so, this introducer said, whether the people who heard him agreed with what he had to say or not—they would nevertheless honor and cheer him because of his courage in saying it!

"I—I, don't know that I like that so much," Clemenceau declared when he rose to his feet to speak—to tell what was on his mind with what his eyes and his smile and his whole attitude showed of his eagerness to tell it. "I want you to agree with me. I want you to know as I know. You see, I am just a plain man. I have no mission at all. I came here all by myself. I—I—I represent no one but myself. I want to tell you some things, if you will listen to me. It—it may be that you will not agree. It may be that you will not like to hear some of them. But I—I came here to tell them. And—well—here I am!"

The Tiger of France!

A rather curious sort of a tiger! A bent, shuffling old man, whose bowed shoulders and long arms, at ends of which could be seen hands encased in gray gloves, made a bow of his body sometimes. He talked softly—too softly indeed, as most of those in the four thousand seats of the great auditorium failed to hear all he had to say and he was continually being led back to the mechanical amplifiers that had been arranged on the stage to help his voice. The voice was not weak. It was clear—but the whole attitude of the man was one of confidential communing with those about him. He spoke earnestly always, quizzically many, many times—(Cont'd on page 116)



This picture shows Sir Harry Lauder as a guest of the Chicago Rotary Club, at his right is Rotarian David Kinley, president of the University of Illinois; at his left is Paul Westburg, president of the Chicago Rotary Club. The Rotarians in costume took part in a sketch showing the relation of "Thanksgiving" and Rotary. In his many visits to Rotary Clubs the Scotch comedian always stresses the importance of international friendship and good-will.



Do You Think of Advertising in This Way?

By HARRY BOTSFORD

Illustrations by Fay Turpin

EVERY once in a while I run across a business man whose business has a peculiar angle and he claims that it is not necessary for him to advertise. Every now and then I meet a professional man who feels strongly about the ethics of his profession and he declares most emphatically that he would not advertise under any circumstances. The queer part of it is that men in both of these classes fail to have a clear conception of advertising—and this is not only true of these two classes but it is also true of those business and professional men who believe it is good business to advertise in the accepted manner through the medium of the newspapers, mail and billboards. As a matter of cold fact the average business and professional man *does* advertise whether he wills it or not.

Advertising, according to the strict and unanswerable Websterian definition, is giving publicity to one's business. This being the case the truth of my assertion becomes apparent. This angle of advertising is so simple, once it is established, that it seems a tragedy when one considers the vast multitude of business men who have slithered down the chutes of failure because they failed to take this fundamental truth to heart. On the other hand, many business and professional men have made this truth into a strong and high ladder which reached to the heights of success.

Analysis, one of my professors once told me, is valuable only as it is fair and unbiased. Let us then delve a little into the realms of analysis and deal lightly but honestly with the lives of men and how advertising has influenced their lives. Ready for prognosis, diagnosis and post mortems! Let's go!

Let us take the case of a certain retail merchant whom I have the fortune to know rather intimately. We will say that

he is engaged in the business of selling drugs and his store is situated in a city of 100,000. This, remember, is true to life and the facts are already established.

The name of this druggist is not Mr. James. However, that name will do very nicely. James does not believe in advertising—that is, he does not believe in spending good money for newspaper space, circulars and all that sort of thing. Nevertheless, he does a great deal of advertising that is not favorable to his interests.

Mr. James employs a clerk who is not good advertising for his store. He is a sulky, indolent chap who waits on trade with all of the pep and enthusiasm of a slot machine. He smokes continually, talks to customers with a cigar in his mouth and his breath is vile. Needless to say, the drug store of Mr. James is seldom patronized by the women of the city.

IN many respects Mr. James is a glut-ton for punishment. Even his monthly statements are poor advertising for they certainly give undesirable publicity to his business. His billheads are one of the worst examples of printing it has ever been my misfortune to see. In the early nineties they might have been fair examples of the printing art of that period, but today they are atrocious. Mr. James makes out his bills with pen and ink and he writes a very poor hand. People are seldom able to read his writing on their bills. Poor advertising!

As I stated, I know this druggist rather well. Once in a while he invites me back in his private office. The interior of this office constitutes one of the strongest evidences of poor advertising. Frankly, the place is untidy and very messy. The floor

looks as though it had not received a thorough scrubbing since Cleveland served his first term. There is dust on the old-fashioned files and Mr. James' desk is littered and piled high with letters that have been opened and replaced in their envelopes and thrown on the desk. On the table in his office unopened trade magazines for a year repose in their dusty wrappers. I have always found that the man who fails to read his particular trade publications is a back-number. James is no exception to this rule.

The entire environment of Mr. James' store is heavily saturated with evidence of poor advertising—advertising that is driving away custom and trade. James complains that business is not good and talks darkly of hard times. I feel sorry for Mr. James. I only wish I had the courage to tell him that his advertising is driving away business, but I am afraid that he would not take me seriously. He is a likable chap, too.

James sometimes speaks darkly and heatedly about his chief competitor in the next block. James thinks he is up to some underhanded methods because he is getting the bulk of the drug business. As a matter of fact, the other druggist is simply taking 100 per cent advantage of the Websterian definition of advertising and making it work for him.

His clerk is a clean-cut young chap who does not smoke while on duty. He is pleasant and cheerful when he waits on trade. He is more than that—he is a good salesman. I understand the druggist pays him a certain percentage on all sales over a certain fixed amount. He is on the job every minute, knows his stock and prices and he has the happy faculty of making friends with the customers of the store.

This druggist is modern and up to date

in every respect. He carries the same line of advertised goods you can find in every drug store in a big city. Ask about an advertised brand and he knows all about it and if he does not have it in stock he will have it for you in a few days.

His monthly statements are examples of fine printing and his customers are able to read the statements, because they are made out on a typewriter and added up on a small adding machine.

He employs other profitable means of advertising. He delivers within forty-five minutes every telephone order, no matter how small, at no extra charge. He has a baby-weighing scale in his store for the convenience of mothers. This one item has brought him a great deal of trade. He is just a real good druggist, taking legitimate means for giving his business favorable publicity.

I HAVE two friends who are in the insurance business. Both of them are firm believers in advertising—that is, newspaper advertising. They started in business at about the same time under similar conditions. Yet one of these men has so far outstripped the other that their cases are well worth considering in this clinic. We will call them Williams and Morse. In their race for success and prosperity, Williams decided to be a stickler for detail. Because of this early decision he has succeeded far beyond the point most men set for themselves. Both men handle general lines of insurance. In the fire insurance line, for example, Williams has builded his business by advertising which might, to some extent, be termed service, *plus*. In a city of 100,000, Williams finds it possible to make a pretty close tour of the streets once or twice a week to keep close tab on his fire risks. If he hears that a family intend taking a vacation for over ten days he makes out a permit-rider for their fire policy and sends it to them with a little note explaining that this is necessary because should a fire occur during their absence and without the written permission of the insuring company that no loss would be paid. This is a surprise to most people, but they welcome the service which has been rendered just the same. Early in his career, Morse failed to issue such a rider for a family called away from home. During their absence their house burned and, of course, under the circumstances, no portion of the loss was paid. In a way Morse was not to blame, but the home owner held him to account and the news spread and it hurt the insurance business of Morse very much. Today Williams has the

bulk of the fire insurance business, but he still watches closely the details—all of them. If a home burns which he has insured he endeavors to have the loss paid in twenty-four hours. When this loss is paid he causes, with the permission of the insured, a placard to be placed on the site of the burned building which states, "This building was insured with Williams and the loss paid in twenty-four hours after the fire. Better let Williams handle your fire insurance." It is effective advertising.

It is in life insurance that Williams really shines. He watches the birth records and the marriage records very closely. If a child is born he calls on the parents and talks to the father about the added responsibility on his shoulders and how some additional insurance can bear that burden. He talks to the prospect at the critical moment—and nine times out of ten he walks away with a signature on an application blank. Good advertising, this being on the job! He applies the same principle to a newly married man—and again shows the force of being on the job at the right time.

Morse used to call these methods of Williams "piker methods," but as the years have passed and he has watched the "piker business" of Williams grow in volume and dignity he has changed his opinion about them, but his pride prevents him from adopting similar plans.

Morse does not like details—he detests them. I know of one instance where this matter of slurring details cost him a pretty penny in a big policy. He had sold this policy to one of the biggest business men in the city. It had taken him some time but he had accomplished it in spite of every obstacle. When the policy was delivered and he had secured his check he was very much elated and could not understand it when the business man called him on the telephone and demanded his immediate presence in his office. When Morse appeared the business man called his attention to four clauses in the policy which were in direct contradiction to what Morse had definitely claimed for this policy. Morse had quoted these fig-

ures from memory and his memory was faulty on the point because of his natural distaste for detail. He left the business man's office carrying a policy which had been refused and the business man had on his desk Morse's check for the premium he had paid. The next morning the business man called up Williams and bought his policy from him.

And so it goes—this lop-sided race between these two individuals. Williams is far in the lead and will always be—but he never forgets that advertising is more than newspaper space.

I KNOW too many professional men who advertise in the wrong way. They comprise nearly every class of professional men, too: doctors, dentists, lawyers. I know one doctor—a fine chap!—who has an unfortunate sense of humor. He is too jovial, if you get what I mean. He refuses to take any one's illness seriously. "Nothing much wrong with you," he will say with a great laugh. It works in some cases, of course. There are always a number of people who believe they are ill and when a doctor gives them a cheery assurance there is nothing wrong with them—they proceed to become healthy with neatness and dispatch. It is curious, however, that the average person who is ill prefers to have his or her ailment taken seriously and with a certain amount of dignity. Most people call for the services of a physician because they feel the need of it. Dignity in a doctor is one of the greatest assets he can have. This doctor does not have it but persists in his constant jovial attitude. Hence, his practice is very limited in spite of unusual opportunities which have been his. His jovial nature has proven to others, but never to him, to be poor advertising.

One of the best dentists I have ever known often wonders why people seldom return to his office for more work. He knows that his work is good; he takes great pains with it (and no pun is intended) and uses only the best of modern methods. The trouble is that he advertises in an unwise manner. *He is too cheerful.* He actually whistles while at work. Much has been said and written about modern dentistry being more or less painless, but the fact remains that this business of tinkering with the teeth necessarily means discomfort, if not pain. The client, reclining in the dentist's chair, suffering in silence because of a mouth full of rubber or a slowly dying and impudent nerve is in no position to enjoy the cheerful whistling of the dentist. One session—the writer has proved it by a personal experience—is sufficient. They never return! (Continued on page 113)





The Eleven Articles of the Rotary Code of Ethics

First—To consider my vocation worthy, and as affording me distinct opportunity to serve society.

Second—To improve myself, increase my efficiency and enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary that he profits most who serves best.

Third—To realize that I am a business man and ambitious to succeed; but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.

Fourth—To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.

Fifth—To use my best endeavors to elevate the standards of the vocation in which I am engaged

THE HEART OF THE CODE

By CLAUDE W. KELLY

A Member of the Rotary Club of Hot Springs, Ark.

THE educational program of Rotary Club meetings, especially with regard to the induction of new members, can find no more fitting material than is contained in the superb Code of Ethics which interprets the genius and spirit of the Rotary idea. The helpful hand-book, "A Talking Knowledge of Rotary," might be wisely extended to assist in the public instruction of the members of Rotary without creating formal rituals or stereotyped phrases. Out of personal interest and with this end in view, I have attempted principle by principle, to give expression to the teachings of the Code in its entirety.

THE First Principle, *Vocational Worthiness*, means simply that a Rotarian should have a high regard for his own business. That he must accept and intensify his personal tasks, believe in his own individuality, dare to be what he is and perform his service for society by means of his individual vocation. For if he does not so respect his own work, no others will.

The Second Principle, *Self-Improvement*, commends personal progress as the never-quitting spirit of a Rotarian. A man who is content with past achievements has begun to rust out. We are to make *today* better than yesterday and *tomorrow* better than today. The world should be able to say of every man when his life service is done, that he made the best possible out of himself with the material at his disposal.

The Third Principle, *Ethical Success*, refutes the unworthy fallacy that the end justifies the means. True success is a pyramid whose broad base rests upon justice and morality. The apex of such a pyramid enters the sky. Unethical success is an inverted pyramid whose apex is sunk in the slime of selfishness. It must eventually topple over by its own superweight. Success is an ideal to be attained, not an idol to be worshipped.

The Fourth Principle, *Legitimate Profit*, is a proper appraisalment of just and equitable gain. It is a guarantee that every laborer is entitled to his hire whether his reward comes from the exchange of his possessions in the marts of trade, from the employment of his intellectual energies, or from personal services rendered to his fellow-men. And, that all commendable profits are secured, not by the destruction of the fortunes of others through manipulation, abused credits, through dishonest methods of barter and sale, but for the mutual benefit of all concerned.

The Fifth Principle, *Vocational Standards*, is virtually a condemnation of that inconsiderate desire for advancement whereby the ambition to rise tempts a man to place his feet

engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive of happiness to emulate my example.

Sixth—To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation. *

Seventh—To understand that one of the greatest assets of a professional or of a business man is his friends, and that any advantage gained by reason of friendship is eminently ethical and proper.

Eighth—To hold that true friends demand nothing of one another, and that any abuse of the confidences of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.

Ninth—To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.

Tenth—To be not more obligated to a Brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition but in its co-operation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert

feet upon the necks of his own vocational brethren, bringing them into depreciation and disrepute. Success should be so obtained that the same time a man advances toward the summit of his own aspirations he will automatically secure a higher public estimate for every companion in the vocation which he himself adorns.

The Sixth Principle, *Perfect Service*, requires for every man the honest performance of the work he engages to do, the deliverance of the goods advertised, the avoidance of sham and pretense, and the establishment of a reputation for dependableness and personal integrity. It implies a willingness to give "down weight," the odd fraction in change, the time beyond the clock, rather than to bring the strict measure of debt or obligation into doubt and dissatisfaction.

The Seventh Principle is that of *Friends*. There is no such thing as an isolated life. Society is interdependent. Emerson said, "I am a part of every man I have met." And no life ever becomes great without the aid of friends. A true friend has been defined as one who knows all about you and loves you just the same. No man can ever have attained the plane of his present possession or achievement without the hand-lift of friends along the years and what others have been to him he must be to his fellows. This is the advantage by reason of friendship which Rotary sanctions as eminently ethical and proper.

The Eighth Principle, *The Abuse of Friendship*, is the negative warning that the betrayer of the confidences of friendship for profit bears on his forehead, though the mark be physically unseen, the brand of a trafficker, a cheat, and a fraud, and that as such he will eventually lose his place in the confidence and respect of all right-thinking men. Well does this principle declare that the abuse of the confidences of friendship for profit is foreign to the spirit of Rotary and in violation of its code of ethics.

The Ninth Principle of *Unfair Advantage* condemns that type of so-called business shrewdness which levies usury, squeezes the mortgage, corners the food supply, robs the poor, defrauds by legal process, panders vice for gain at virtue's expense, and sacrifices personal character for private accumulation. These and like methods are outlawed by this just declaration of Rotarian ethics.

The Tenth Principle is that of *Universal Obligation* to all men, and declares that the altruistic service of Rotary can never become partisan, sectarian, aristocratic, or selfish. True Rotarians may face the banquet board in the fine spirit of selective comradeship; but in every effort for home, city, state, nation, or the all-inclusive race of men, they face about, stand

assert that human rights are not confined to Rotary Clubs but are as deep and as broad as the race itself; and for these high purposes does Rotary exist to educate all men in all institutions.

Eleventh—Finally, believing in the universality of the Golden Rule—"All things whatsoever ye would that men should do unto you, do ye even so unto them"—we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.



stand shoulder to shoulder, ready for an unselfish, united service which recognizes no distinctions of lineage, station, possession, creed, or kind.

The Eleventh and final principle is that of the *Golden Rule*, the reciprocal bond of fairness and fraternity, assuring an equal opportunity for all men as the basis of a just and permanent social order. The goal of this applied principle is envisioned in Tennyson's Locksley Hall, Sixty Years After:

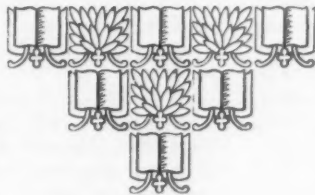
"When the schemes and all the systems, Kingdoms and Republics fall

Something kindlier, higher, holier,—all for each and each for all."

I wish to conclude this interpretation of our Code of Ethics by reference to a few lines from "Boys' Life" of a recent issue which fittingly voice the fundamental Rotary principle: "He Profits Most Who Serves Best."

It isn't the cut of the clothes that you wear,
Nor the stuff out of which they are made;
Though selected with taste and fastidious care;
And it isn't the price that you paid.
It isn't the size of your pile in the bank,
Nor the number of acres you own;
It isn't the question of prestige or rank,
Nor a question of fame or renown.
It isn't the servants that come at your call;
And it isn't the things you possess,—
Whether many, or little, or nothing at all;
It is Service that measures success.

It isn't a question of name, or the length
Of your ancestral pedigree.
It isn't your mental vigor or strength,
Nor a question of social degree.
It isn't a question of doctrine or creed,
Nor a question of city or town.
It isn't a question of valorous deed,
Nor of sinew and muscle or bone.
But he who makes somebody happy each day,
And he who gives heed to distress
Will find satisfaction the richest of pay:
It is Service which measures success.



Profits: Material and Spiritual

—as revealed by the personal experiences of those who have tried "Service Above Self"

IN October, THE ROTARIAN asked for brief letters from readers attesting to the truth and value of Rotary's motto: "Service above self—He profits most who serves best." Many letters were received from people in all walks of life. The letters, without exception, testified that Rotary's

precept, when practiced, does lead to profits, both material and spiritual. Several letters were printed in the January Number, including the prize winners. As announced, we are printing this month additional letters selected from among those that were received.

From a Newspaper Man

THAT "He profits most who serves best" as maintained by Rotary is fundamentally sound, both as regards material and spiritual profits is so axiomatic that it requires no further argument than to recall individual past experiences. This is one of mine and the one upon which I dwell for inspiration in moments of weakness and doubt, when the hand of fortune would point "thumbs down."

I run a rather unpretentious country newspaper. To me it has a soul, pulsing, throbbing life, and while reflecting the more or less commonplace affairs of the community as they would be reckoned by newspaper "aces" in centers of population, its aim is to *serve*. That pays me. It has accomplished more for the community from a financial standpoint than the following, but nothing half so profitable and satisfying to me.

Six years ago at a Sunday School picnic two boys were drowned in the river here, the circumstances of which were that while bathing, one sank and the other attempted to save him. Immediately there arose a wave of sentiment and a tablet was proposed to commemorate the heroic act. With this I was heartily in accord for it was in noble endeavor that the second youth gave his life. But the tablet never materialized.

While the parents of the young hero were thrifty and possessed all the noble virtues so deeply inbred in the youth, ill health had stood as a barrier between them and merited prosperity. Debts were pressing and with the father an invalid for years, the mother, what with the cares of the household, earned all too scant a wage to stem the tide of financial burden. The son, too, a lad of fourteen years and in school, had materially added to the meager income.

My paper's effort in their behalf was in securing an award from the Carnegie Hero Fund Commission. Sounds easy, doesn't it. But let me tell you that while that commission will award medals and funds to all who have performed heroic deeds as was the purpose of the noble founder, one must prove beyond doubt that such transpired. This I did after days of investigation with the commission's representatives who came here, and secured a bronze medal and \$500 as a posthumous award to the parents.

The time and effort which I expended has

paid huge dividends to me. These people are now fairly well-to-do and happy in it. The wealth of a Croesus would not induce them to part with that hero medal. The cash award paid their debts and was pivotal in their well-being.

Did I profit? Emphatically yes! They are subscribers and boosters which mean dollars and cents to me. But that counts as naught as compared to the genuine satisfaction that I derive from their happiness. My compensation is greater than had the \$500 been awarded to me.

P. L.

Service Through Prison Work

ABOUT eight or nine years ago, a Y. M. C. A. friend of mine took me away from Sunday School work, and foisted me on the prisoners in our newly opened jail farm, as director of religious services. What small skill I had as a singer and organist was sufficient to get by with the thirty or forty lads who made up their roster, so they endured me for four years. When I could get a preacher or speaker, I took him along (the farm was seven miles out of town), when I could not, I went in the box myself and gave the boys the best my experience and reading afforded.

There were all sorts of men in that place, and my knowledge of humanity widened many a degree. I scarcely agree with the man who stated there were only two kinds of people in jail—those who should never be there, and those who should never be anywhere else. This is the story of one I knew there, and whose life might have been a tragic thing but for his three months in prison.

Billy — was a drunkard, incapable of holding a job, dirty, down and out, and our magistrate, himself a reformed inebriate, gave him the term just to see if he might not come to himself. From the very first Billy's eyes and face seemed to catch the light from our messages, and soon he "professed conversion." Hardened by many false professions, I was slow to believe in him, and when he came out and began to dream of a return to his mother in Ireland, it sounded like the usual game. (One reason I am over six feet is because I have had my leg pulled so often.) But heart triumphing over discretion, I borrowed the money and started him off. Then came the war, and ere long a letter from Billy that they would not have him in the ranks, but that Harland & Wolff could use him, and

hundreds like him, as "turners and fitters" on the warships John Bull needed and kept ready for The Day. At fortnightly intervals, the boy's passage money came drifting back, and after the war, he himself and the dearest little old Irish lady came also. At long intervals I saw him, but for nearly two years we had not met until last Sunday night, at an Episcopal Sunday School Rally of older boys, the proudest man in all the building was easily Billy, as he sat as mentor in charge of two seats of boys who had had a most excellent year's record, from one of the suburban churches.

Disappointingly few were the men who seemed touched during four years of work at that jail farm, but there were two or three who, like this lad, began life over again, and the eight years of comfort his mother has had are good value to me for all the efforts. Assuredly, he profits most who serves best, and in this year, the second of bad business, one forgets financial worries, one's heart warms and faith springs anew, to see such fruits from exceedingly poor sowing. Can we who are Christian as well as Rotarian, be pardoned if we think the motto might read, "He profits most who serves Christ best?"

Q. F.

The Compensation of a Schoolmaster

A FEW days ago, I heard the principal of a large private school say to a group of business men, "I pity you men who are spending your lives just to make money. I come to you for the money with which to run my school and I have all the fun of spending the money you have worked so hard to make."

The profits of the successful business man are material, they are mere money, and buildings, and land with which he can earn still more profits of the same kind. The business man is dealing with things, he is buying, selling, and manufacturing things. He has his labor problems and his financial problems and always the fear that some day there will come a panic and wipe out all his profits.

I am dealing with human beings, with live, restless, interesting boys and girls. My pleasure in my work is akin to that of a real father who watches the growth and development of a family of boys and girls, except that my job is many times greater than that of a father, and so, of course, my pleasure is multiplied in the same ratio.

The teacher's *profits* are intangible and spiritual, but they are just as real as the material *profits* of the business man. A real teacher is investing his time, his thought, his prayers, his very life in boys and girls, and he sees his boys and girls grow up to be good men and women, to be useful citizens, to be valuable assets in the community. It was said of a certain schoolmaster of my acquaintance, who died a few years ago, that he so impressed his character on the boys in his school that the business men of the city were always eager to employ them. If this school principal only graduated an average of fifty pupils per year for a period of only twenty years, he left to his city a fortune of 1,000 desirable men and women, and he made a greater contribution to his city than his neighbor who also died and left a fortune of one million dollars to his children.

Here are two concrete illustrations of the service that a schoolmaster may render that will pay him large *profits*.

A young woman who had been obliged to leave her husband because of incompatibility came to my school. She had three small children dependent upon her, and an income of only a few hundred dollars a year. I guided her in her education and helped her secure a position as a teacher by which she was able to keep her children together and to send each of them to college. Today her children are self-supporting, and she is still a very useful teacher and a happy woman.

A boy came to my school from the street. He had already been in the police court. During his first year in school he was often truant and he did very little serious work. During his second year, the influence of the school began to affect his character and his school work improved. Eventually, he became distinctly a leader among the pupils and a very important factor in promoting every good feature of the life of the school. When he graduated, he refused a very flattering business offer and entered college to fit himself for a life of service.

I shall never be a rich man as the world counts riches, but I have a *wealth of friendships* formed during a life of contact with growing boys and girls that cannot be measured in dollars; and, as I watch the successes that these young people are winning and the services that they are rendering to the community, I find that I have a constantly increasing *income of satisfaction* that the income tax collector cannot touch.

C. B.

A Minister Takes a 17-to-1 Chance

MINISTERS are not supposed to gamble. I didn't intend to. But I did nevertheless. I took a long chance. This is the story of a 17-to-1 shot. Those are very long odds. I took them all un-

ROTARY

By HARLAN H. HORNER

Governor of the Twenty-ninth District

Speaks a universal language, knows no national boundaries, and proclaims throughout the world the brotherhood of man.

Discovers the good in the other fellow, capitalizes disinterestedness and unselfishness, and cultivates the will to serve.

Promotes decent and orderly living, maintains the laws of its land, and prizes good citizenship as an inestimable virtue.

Keeps the old man young, holds the young man to a steady course, and helps the boy to be a dependable man.

Lifts the joint interests of a community above partisanship, co-operates with all intelligent agencies for social betterment, and urges every man to some participation in public enterprises.

Believes in a world-wide peace; strives honestly to make that long hope a fact; and fights, if necessary, to preserve the hope for the ultimate establishment of the fact.

Clings to a belief in the sacredness of womanhood, centers the hope of the universe in the home, and recognizes the claims upon society of generations yet unborn.

Calls for an economic policy that makes for individual independence, emphasizes an educational system that strengthens the hand, the mind, and the moral fibre, and insists upon an equitable distribution of the fruits of labor.

Sings merrily upon a holiday, shouts often at play, and rings with laughter unashamed.

Squares religion with business, elevates religion above sectarianism, and glorifies the faith that makes possible things unseen and unheard.

consciously and won. That sounds too good (or shall I say bad?) to be true of a minister, but it is, and the end is not yet. The dividends are still coming in.

This is how it happened. In October, 1917, the National Council of Congregational Churches met in Columbus, Ohio. My church handed me \$110 and said: "There, go out to the Council and have the best of everything." I arranged accordingly. One Sunday afternoon before I left a man came to my study. "I am going to give a dinner at the Country Club on October 29th," he said, "in honor of Mr. B., our new secretary of the Y. M. C. A. A 'Y' worker from a prison camp in Austria will speak, and I would like to have you make the other address." My heart fell. This date cut off the very part of the week's program I wanted most to hear. I told him so, but added, "I will be there." "No, no," he said, "wouldn't think of it for a moment." "It is settled," I replied.

I returned from Columbus reluctantly. The dinner was a great success. It was held at the best club in the city, and the leading men of the community were there. The war speaker was a disappointment. I came last,—saw my chance,—took it—and made the best address I could. After the dinner a stranger came to me. "How much time can you give us for a certain proposition, to go out speaking, during the next two weeks?" He offered me all the dates I could take. Further, I could set my own price. We met later at the Railroad Club in New York for lunch, and arranged the details. As a result I gave 17 paid addresses, all because I returned from Columbus, Ohio, to do a good turn, gratuitously, for a friend. But the end is not yet. About a year later I had a bad cold. The first man whom I had helped by speaking at his dinner came to me after service one morning. "You're not well," he said. "Pick out any place you like and go away for two weeks' rest and I will pay the bill." I selected Atlantic City. In the first mail the morning after I arrived I had a letter from my friend, with check enclosed for \$100—saying: "If this is not enough to cover your expenses, advise me and I will forward the balance." I replied thanking him, and adding "if that were not enough to pay my expenses for two weeks I would be ashamed to have anyone know it."

Looking back I see that it paid me well to return from Columbus. Since then I have been elected to the Rotary Club. Verily he does profit most who serves best. Seventeen-to-one are great odds—when you win. But then a minister shouldn't gamble. He should merely *serve*. Some day the world is going to wake up and find that Christ was the shrewdest man who ever lived when he said "let him who would be greatest among you become servant of all."

H. C.

A Clerk's Experience

AFTER working five years, while in my teens, at a trade which I disliked, an opportunity presented itself to secure a clerkship among strangers, in a general store not far distant from Hartford, Conn.

I was kept busy the first two weeks, cleaning crockery and dusting off stock. Several townspeople told me that Mr. Hotchkiss never could keep a clerk long because he was so "grouchy." These reports, coming from various sources, put a big question mark on the duration of my new position. Nevertheless, I determined to do my full duty, let come what would. Instructions were given me to trust nobody. One day, during Mr. Hotchkiss' absence, an elderly man, stern and dignified, came in the store and selected a pair of \$5 shoes. After wrapping them up and handing him

(Continued on page 111)

INFORMES CONCISOS DE LO QUE SE HACE EN EL MUNDO ROTARIANO

EL ROTARY Y EL SERVICIO MUNDIAL

*Un Saludo En La Ocasión Del Diez Y Ocho Aniversario Del Rotary
A Todos Los Rotarios*

A LOS hombres que están haciendo del Rotary una ejemplificación tan substancial del espíritu de servicio desinteresado en todas partes del mundo deseo yo extender mis saludos afectuosísimos y mis felicitaciones en éste el diez y ocho aniversario de la formación del Rotary Club original en Chicago.

El Rotary ha pasado su período de adolescencia. Está desarrollándose y llegando a ser una fuerza mundial. La paz y la bienquerencia entre los pueblos se derivan de la paz y la bienquerencia entre los individuos. El Rotary está haciendo muchos esfuerzos para crear esta condición, la cual, en turno, es cierta de efectuar aquella.

Que fin tan noble ha sido propuesto por nuestra organización, y que grande es nuestro incentivo para hacer nuestro posible para llevar a un éxito práctico lo que parecía un sueño altruístico! No veremos este éxito en nuestra generación, ni dentro de muchas generaciones; pero cada año hemos podido mirar atrás y percibir un progreso constante realizado, y cada año podemos volver con más ánimo hacia la aurora magnífica de tal realización cuyos rayos ahora mismo se ven reflejados en el horizonte.

Si nos detenemos en la cumbre de un monte este 23 de febrero del año 1923, es evidente que lo que parecían nubes vistas de la valle no son en realidad más que una neblina,

PAUL P. HARRIS

*El Presidente-Emerito Del Rotary
International*

la cual el sol va dispersando rápidamente. Lo mismo pasa con los asuntos de los hombres; a veces las nubes de guerra amenazantes y siniestras quedan pendiendo sobre nuestras cabezas, pero podemos sobreponerlas si deseamos, y entonces tendremos la satisfacción de ver desaparecer la luz cálida de una mejor comprensión.

No hay terreno por celos, sospechas ni odios en el corazón de el que cultiva sinceramente un espíritu amigable. El que busca lo bueno que tienen los otros tendrá su recompensa pues los otros buscarán lo bueno que tiene él. De todos los seres mas tristes y solitarios del mundo el que mas desesperanzado se siente es el que no ama a su vecino. Lo mismo es respeto a las naciones.

Pero el Rotary no es una organización retrospectiva. Es de veras una organización cuya excelencia y fin quedan en actividades futuras más que en hazañas pasadas. Por eso, reuniéndonos para celebrar este aniversario, renovemos la promesa de servir a nuestras familias, a nuestras vocaciones, a nuestras comunidades y a nuestras naciones; y por medio de nuestros esfuerzos de hacer efectivo el servicio en los asuntos nacionales aceleremos el día en lo que veremos verificada la amistad internacional que asegurará la armonía y la prosperidad de todas las naciones.

DURANTE de las semanas proximo pasadas se han elegido miembros de la gran familia de Rotary clubs tres nuevos clubs en México, los de Tampico, Vera Cruz, y Guadalajara. Se ha organizado otro, el de Chihuahua. Resulta este buen éxito de los esfuerzos diligentes del trabajador Comisionado Especial, el Sr. Fred Warren Teele. Pues que ya hay tantos clubs en México, ha votado la Junta Directiva del Rotary International el establecimiento de un nuevo distrito, el Distrito 3, que incluye toda la República de México. Piensan los Rotarios de este distrito celebrar una conferencia en el mes de marzo.

En las oficinas del Secretario del Rotary International se celebrará cosa de la semana última de enero una reunión del Comité de Extensión. Entre los asuntos para considerarse hay los planes para la organización de otros clubs en el continente europeo. Los Rotarios de España y de Francia son muy deseosos de aumentar el número de clubs en esos países. El Comité quiere ayudar cuanto posible a estos Rotarios y piensa enviar al Comisionado Especial Teele, que

acaba su trabajo en México, en los países europeos para consultar y aconsejar con los Rotarios de allí sobre los mejores métodos de ensanchar la influencia rotaria entre ellos. Espera el Comité que el Sr. Teele podrá prestar la ayuda que los Rotarios europeos están anhelando hace mucho tiempo para que puedan organizar clubs en otras ciudades del continente.

Los días 15 y 16 de enero se reunió el Comité del Rotary International de los Métodos de Negocios para arreglar planes para otra actividad durante del año. Resultaron con tan buen éxito los esfuerzos de los Rotarios de todo el mundo para mejorar las prácticas de los negocios conforme al Código de Etica que preparó el Rotary International, que se ha alentado el Comité a poner a parte el mes de marzo para el estudio de las relaciones que deben de existir entre los patrones y los empleados, siendo éstas la primera clase de relación que deben estudiar los que arreglan códigos. Espera el comité arreglar un programa definido que puede sugerir a los clubs para usarse en una reunión de noche durante del marzo.

Los funcionarios del Rotary International se alegran de recibir cada semana varias cartas de la parte de Rotarios fuera de los Estados Unidos y del Canadá, que les dicen que el escritor piensa presenciar la Convención de 1923 en St. Louis. No hay duda de que la asistencia a la Convención va pasar la de las otras convenciones rotarias pues que la ciudad de St. Louis está en el centro de los Estados Unidos y, por eso, es mas accesible a Rotarios de todas las partes de aquel país. Resulta que asistirán muchos Rotarios estado-unidenses y canadienses. Pero siendo la organización verdaderamente internacional, se espera que todos los Rotarios posible de afuera del continente norte-americano harán su posible y su imposible para presenciar esta convención. Los que gozan el espíritu de la amistad y del entendimiento mutual de una convención, y que, por eso, comprenden mejor los objetos y los principios del Rotary, podrán adelantar mas los esfuerzos de la asociación para desarrollar mejores relaciones entre los varios pueblos del mundo.

George Follansbee Babbitt—Realtor

A Review of Sinclair Lewis's Novel

By ARTHUR MELVILLE

CHARLES LAMB is credited with having whimsically observed one broiling day that "he wished he could slip out of his body and sit around for a while in his skeleton so as to cool off." In the latest of Sinclair Lewisisms the "tired business man" not only sits around in his skeleton, but shivers so under the author's scrutiny that the bones rattle like castanets. For "Babbitt" is not so much a character study as it is an X-ray photograph.

Mr. Lewis has worked on this very average citizen with probe and scalpel; has dissected not merely his pink, pudgy body, but his very thought processes (if such they may be termed) and has the whole cadaveric mess neatly laid out on a clean white disinfected sheet for your inspection. That the myriad relatives and friends of this clinical specimen will utter loud wails of anguished protest over this "indecent exposure" is perfectly obvious. Their laments will in turn attract other crowds to the exhibit, and with each succeeding group there will be more identifications of the remains than ever bewildered a coroner's jury. For Babbitt is the average man of any country—but it is the average man at his worst.

It is but justice to say that the dissection is performed in masterly style, and Mr. Lewis has focussed the X-rays of pitiless publicity so as to reveal some of the malignant tumors in the body politic and some of the hideous deformities of human nature. But just as the mere sonorous naming of his disease may scare the patient into believing that he is already 98 per cent corpse, though his physician knows that there is no real danger; so it is well not to take these laboratory specimens too seriously, but to preserve one's sense of humor and of proportion while considering books like "Babbitt."

THERE is no denying that this Babbitt disease is distressingly prevalent wherever one travels. I have already suffered at the hands of Monsieur Babbitt and his colleagues in six countries; and doubt not that I shall feel the oppressive weight of their inertia in any other six wherein I may sojourn. I have seen Babbitt express his reverence for antiquity by chipping bits off monuments for souvenirs; have observed him as he "did" art galleries in fifteen minutes, ten of which were spent in guilty contemplation of the nudes; have yawned through his ponderous oratory; have blinked at his idiosyncrasies in dress; have been

UP and down the Main Streets of America (and they are not all in Gopher Prairies) "Babbitt" is being discussed, and the verdicts depend largely on which side of the street the reader stands. For playing "Babbitt" is a good deal like playing "Beaver," but your score depends on your belief in the author's theories.

As a confirmed "joiner," Babbitt's virtues and vices will be closely scrutinized by those who are more or less akin to him, which means the majority of the population.

Here is another review to add to the number of conflicting opinions which have already been expressed on the novel. Other current books are reviewed on page 85.

bored to tears by his effusive friendship; have had my imagination dislocated by his bragging; have marked his disposition for censoring everything from movies to Roman classics; have been amazed at his ignorance of everything but rampant industrialism; have marvelled at his politics and still more at his religion; have grinned inwardly over his occasional attacks of soul-dyspepsia; and with it all I am uncomfortably conscious that the fellow is in some way related to me, perhaps a thirty-second cousin of my mother-in-law!

But clever as the exhibit is, and numerous as are the pink-gilled and slightly oleaginous Babbitts whom no gorgeous lodge regalia can transform into anything else, I feel that the specimen is mislabeled when we are asked to accept it as a type of the leading business man or even as a wholly representative citizen. Babbitt is hardly that; he is too much the "joiner," too much the camp-follower. He lacks the essential qualities of a leader; he is too much afraid; afraid of God—afraid of the devil—but mostly afraid of public opinion. If he were less the tool and more the accomplice of the traction barons; if he could occasionally assume the mailed fist instead of always cringing under it, he might then be

accepted as a leader—of sorts. Likewise, if he had stuck to his emancipated ideas and had led the strikers to a glorious victory over the interests and half-wits, I could even volunteer to sit through his oration afterwards! But the light of freedom is a mere flash, in the pan so far as Babbitt is concerned.

THERE is too much yeast in the moral home brew which Babbitt so freely imbibes even if he has no crock concealed behind the furnace. He swells with vague longings like a bull-frog expanding his equator—and for the same cause. Sitting on a lily pad does not make the frog resemble a lily, and accepting fractional truths for guiding principles does not give Babbitt spiritual beauty. He is torn by ambiguous hopes and desires like a high school girl in the throes of her discovery of the psychic complex,—and the result is equally disastrous. Tell this "safe and sane" citizen that he resembles the Reds and he would endeavor to prove 100-per-cent good citizenship by exhibiting his cheque book. But frequently the underlying cause of both Babbittism and Bolshevism is the same—hazy aspirations working in a grape-juice mind.

And even under an economic system which by concentrating the work of organization and management in a few hands tends to make the few big men still larger and the many small men still smaller, Babbitt must have inevitably failed publicly as he confessed he had failed privately. He might perhaps have maintained himself for a while on his pedestal, with the help of his fellows. But it is the peculiar weakness of the Babbitts that they are always suspicious even of their own idols, especially when those idols are elevated sufficiently to clearly expose their clay feet. Whenever things go to pieces generally there is a wild howl from the Babbitt tribe, and the leaders who have been tolerated by the strong and supported by the weak are ignominiously tumbled from their perches amid a barrage of bricks from their late adherents. The Babbitts do a good share of the world's drudgery, and they fuss very considerably over doing it, but they do not mould the world's destinies.

Nor is Babbitt even a good man of business, either in his good or his evil operations. In both cases he is too much at the mercy of his subordinates, too little prepared to fight a real battle by himself. That such business men do often maintain themselves well at the

expense of their dupes is undoubtedly true; but that does not make them any the less subject to attack by competitors who really understand their business.

The Babbitts do not stab you in open battle; they smother you under their amorphous mass. Their tragedy is that they are plastic and yet have never found anyone competent to mould them into something not less useful because it is more artistic. But sometimes the very weight of their inertia serves as a steady influence to keep them within range of the tangibilities. For they are always dreamers, and when they attempt to make their dreams come true they frequently get into trouble. While Babbitt had no great powers he realized that he had not fully used what he had, and he turns to the next generation in the hope that his son may do better.

HERE Babbitt becomes most true to life, most plausible. Like all his tribe his chief fault lies in a too-ready acceptance of standardized ideas and ideals; he is content with jargon for journalism; platitude for religion; back-slapping for friendship; clamor for progress; graft for government; verbiage for oratory; a house for a home; a passive resister for a wife; size for civilization; dilettantism for art; pedantry for education; log-rolling for criticism; exchange for production; bullying for patriotism; and idiotic censorships for public purity. In his toadying to titled foreigners and his attitude to the poor immigrant; his occasional lapses into immorality; his attempts to be friendly with all who think as he does; in his boredom and feeble struggles for liberty; his lurking affections and ambitions for his family; his one real friendship with Paul Riesling; in his search for the Dream Girl; this Babbitt is very human, sometimes pathetically so, but still he is not entirely convincing as a type.

For clever as the exhibit is, it is still an exhibit, not a cross-section of life. Though you will find that the majority in any crowd suffer from Babbitt's complaint in varying forms, still on the whole they are a good deal healthier than he is. Granted that it is more or less necessary to accentuate a character to hold the reader's attention, the thing seems to have been over-done in this instance. The Babbitts (for most of Mr. Lewis' characters

are slight variations of the hero in all but speech where there is no variation) have been drilled until they nearly topple backwards in their efforts to stand erect and face criticism. The author is himself guilty of Babbitt in sticking to only one side of Main Street—the shady side. While we may chuckle reminiscently over Babbitt's short-comings it is well to remember that there is yet enough acceptance of true standards to keep humanity in comparative health and sanity.

If we are to criticize Babbitt for his standardized alarm clock as well as his standardized ideas, then we must admit

that we too enjoy shiny bathrooms and have fairly comfortable lives because the Babbitts work at producing such things. And though Babbitt only succeeds in making his calling ridiculous by his attempt to elevate it, we must grant that though he could not add to the creative side of life, Babbitt did add something to the material side. For we cannot increase or decrease the sum total of the earth's elements; but we can put those elements in better position to be used and this is Babbitt's contribution. The constant division of industry gives us more things that approximate our needs than any previous generation has enjoyed.



A PSALM OF GOLF

With Apologies to Henry W. Longfellow

By J. B. GILBERT

Rotarian of Dayton, Ohio

*TELL me not in boastful numbers
Of the holes you've made in Par!
For the soul of Truth ne'er slumbers;
Still it tells me what you are.*

*Golf, like life, is real and earnest,
And the trap is not its goal;
Rough thou art, to rough returnest,
Staggering on to yonder hole.*

*Not your drive, and not your brassie
Tells the outcome of the play;
But the short shot with the mashie
Speeds or stays you on your way.*

*Holes are long, and fairways narrow,
And the bunkers, demons all,
Leer and drag you down to sorrow.
Keep your eye right on the ball.*

*Take your stance, your grip held tightly,
In this game akin to life.
Move your head, oh, e'er so slightly,
And you're sure to top your drive.*

*Trust no partner,—he may fail you!
Keep your score, and count them all!
Play the game, though grief assail you!
Keep your eye right on the ball.*

*Rules of etiquette remind us
All the divots to replace,
And, departing, leave behind us
Of our dubbed shots ne'er a trace.*

*Playing thus, perchance some other,
Seeking surcease from his pain,
A distraught and bunkered brother,
Seeing, may take heart again.*

*Spare us, then, from hook or slicing;
Make our drives all long and straight!
Golfer's dream of heaven enticing,
Just beyond the pearly gate.*

BUT the favorable view of Babbitt has been left practically untouched; perhaps Mr. Lewis does not recognize it. Some modern Aesop reading "Babbitt" might be moved to write an amusing fable in which Babbitt figured as a prairie dog, for that seems to be a good reincarnation according to the author's theory. Consider the analogy for a moment. Babbitt lives with his colony in their dark and tortuous burrows, accepting their standards and asking only to be left in peace. Like the rest he is alternately working for and then the victim of such "rattlesnakes" as the traction magnates and Eathorne the banker, and such owls as Dr. Littlefield and the Rev. Drew. When he rejects the standards of his clan he finds himself unwelcome. He emerges from the burrow and cuts a few brief ostentatious capers in the sunlight of liberty. But as soon as the sinister shadows of the birds of prey fall across his path he scuttles back to his hole.

So while we can appreciate this laboratory specimen that Mr. Lewis has so carefully prepared we cannot accept it as anything more than an exceptionally bad case of a very common disease—so common in fact that we are all more or less infected with it. But "Babbitt" is a very readable book, and in some respects a well-designed book. It is hardly the "social document of a high order" which Mr. Mencken has termed it; but instead of advising the author to "read Huck Finn and see how a real literary artist did his work" as did the Chicago Tribune, we would suggest that he consider "Innocents Abroad" also by Mark Twain, who laughs not only at but frequently with Babbitts.





Under Direction of William C. Bamburgh
of the Babson Institute

*In these columns, books are chosen for review which are especially
suitable for the readers of this magazine and their associates*

Within Men's Memories

From Harrison to Harding, by Arthur Wallace Dunn. New York: G. P. Putnam's Sons, 1922. Pp. 402, 444; illus.; index.

The Print of My Remembrance, by Augustus Thomas. New York: Charles Scribner's Sons, 1922. Pp. 477; portraits; index.

Letters of Franklin K. Lane, Personal and Political. Boston: Houghton, Mifflin & Co., 1922. Pp. 473; illus.; index.

My Life and Work, by Henry Ford. New York: Doubleday, Page & Co., 1922. Pp. 289; index.

Under Four Administrations; From Cleveland to Taft. Recollections by Oscar S. Strauss. Boston: Houghton, Mifflin Co., 1922. Pp. 446; illustrated; index.

The McKinley and Roosevelt Administrations; 1897-1909; by James Ford Rhodes. New York: Macmillan & Co., 1922. Pp. 418; illustrated; index.

All in a Life-Time, by Henry Morgenthau. Garden City: Doubleday, Page & Co., 1922. Pp. 454; illus.; index.

Life and Letters of Walter H. Page, by Burton J. Hendrick. Garden City: Doubleday, Page & Co., 1922. 2 vols., pp. 436, 437; illus.; index.

THE work of the past fifty years is being crystallized into historical form by those who participated in its work. Into the changing world affairs some of the most capable men of any time have been sucked as into a mountain torrent from a still pool along the current's margins.

The past fifty years of this country have been such a torrent. Thousands of strong men have battled with progress and the demands which have been met by the ever-existing shortage of supply. Thousands have received credit for their work, either in position, influence, fame, or wealth.

Of those who won fame there will be some whose names will have a place in the halls of eternity, for they will be the greatest—few though they are—and we do not know by what critical callipers the future will measure them.

At least, we of today may sit at the feet of many, may criticize the records of many, may measure many whose inclination has been to reveal the means whereby they have served the country, who have attacked the great currents of our half-century, and who have contrib-

uted constructive effort and success—or even failure—to the sum-total of national and world progress.

In these columns we have occasionally reported upon the notable lives of Hariman, Westinghouse, Venezelos, Queen Victoria, Gladstone and other persons of great affairs, written by notable biographers. They and those who are to be cited here were saturated with the characteristics of their respective times, and in nearly all instances represent the marked transitions of enormous growth, through which their communities and through which the world's inevitable interests have been passing.

Even in political life this is evident in the records of Arthur Wallace Dunn, who seems to have had a logical and sequential memory for the progress of political intrigues and the doings of political life outside of Washington and wherever Washington finds its rotating influences.

He has given a story wherein prominent political figures do not stalk like manikins, but with life and blood in each figure on each page. His two volumes are full of real humor and spice brought from sources closed to even Mrs. Grundy.

There is a verisimilitude in each of the many incidents which inspires the reader's confidence in the narrator throughout. By touching the high spots in national political life he finds it necessary to paint state and local backgrounds for relief. We see many men of more than local renown and hear many facts of intrigue, bargaining, personal traits and party ambitions, which enlighten us as we look backward in our own memories of those times and find so many hiatuses filled and so many questions answered.

These volumes are as much a part of the country's history as Dr. Oberholtzer's, which deal with the doings of the people. As has already been stated here, he paints with a liberal hand scenes of America's progress which are as necessary to the understanding of America's affairs as the stories of the Indian princes in the days of Great Britain's entry into India and the acquisition of the great wealths of the nabobs, are to an

understanding of England's progress. His is realistic history for men of the present time.

AUGUSTUS THOMAS provides an introspective classic, with realistic stage settings from scenes in which he performs the part of an active man of affairs, largely in the theater, but also associated with prominent men and incidents of his time. His life has made a deep impression upon those of his own time, and his participation in the entertainment of a people during the days of growth in his country's character plays no small part in the moulding of that character.

He writes with human charm; the incidents which he narrates come from real human relationships with a great variety of people; the position which he holds throughout the pages is that of an observer, at first hand, of all with whom he ever became associated. The book, therefore, is worth while, because it is natural, and it is interesting because it is written by an unusual man, who in turn has lived an unusual life. This is one proof that living is not at all humdrum, as many would like to believe who do not give to the world of their best in order to get some of the best the world has to give in return.

Franklin K. Lane's letters are interesting, but, with all of his evident sincerity, his punctilious honesty, and his fine manners of mind, we come to feel that the collection does not prove to the full why he continued to hold the position of secretary of the Interior Department after so many disagreements with his chief officer. Nearly every page is a faithful record of a certain reaction of his mind, from his earliest days. As a record of his struggles to rise into position, and as an example of his reportorial ability, the book is fascinating; as a record of side-lights in recent history, we must cull from his statements portions which will assist us in forming a partial opinion of the currents of political life during the great war. However, we must consider Mr. Lane's viewpoints by taking into account the strength and opinions

(Continued on page 115)



The Responsibility

"This is my birthday, and a happier one was never mine."
—Longfellow.

THE poet's line might well be quoted by Rotarians, since Rotary's eighteenth birthday finds our organization with more than 1,300 live clubs distributed among twenty-seven countries, with a membership of nearly ninety thousand. Yet though we can congratulate ourselves on this expansion we cannot escape the added responsibility that this expansion implies. For with each new club that spreads more widely the Rotary ideals, each of the present clubs must assume added ties of service, must increase its responsibility to humanity at large.

We call it "Rotary's birthday," and in a way the expression is true. But the philosophy of Rotary is not new, save in the sense that it is a modern expression of a very old thought. For many centuries thinking men have realized the necessity of substituting brotherhood and service for hate and fear, if world progress were to continue. There is a very pressing need for this substitution at present. A weary world, still suffering from the ravages of the greatest conflict in history, needs all that leadership and brotherhood can do to alleviate its pain and reorganize its industry. In public opinion we have a power which we cannot equal by huge armaments massed to sustain the balance of power, nor by international laws prepared by various legislative bodies. Rotary, with the strength of its eighteen years, with increasing world-wide influence, can do much to mould public opinion by setting an example.

Our Friends of Other Nations

THERE is a constantly increasing number of men in the world who are coming to a realization of the fact that of all possible human undertakings, the greatest is the promotion of friendly relations among men. No matter how much a man may declare for international peace and friendship, he will prove to be a poor instrumentality by which to promote friendly relations between his country and others if he is obsessed with the idea that his country stands as representative of all that is good and other countries stand as representative of all that is evil. The promotion of friendliness among nations did not enter very much into the scheme of things during the early days of Rotary; rather has it become a later development growing out of the evolution of Rotary. Not alone those in Rotary, but all the world in recent years have experienced an impulse to think and act with broader vision and with more determined purpose. Rotary has always stood for ac-

quaintance, friendship, interest in the welfare of others, and a desire to help others succeed. Such a program is easily expanded from the individual and the community to the world, so let each Rotarian diligently search for the good to be found in our Rotary friends of other nations. Let us err, if err we must, in over estimating, not in underestimating, the virtues of men from other countries.

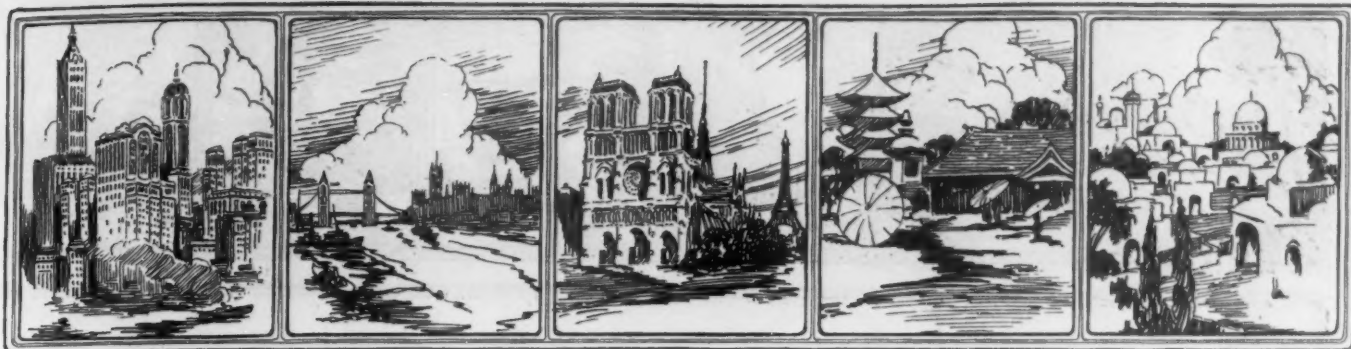
Milestones

AT regular intervals along the road of life are placed the milestones that mark the passing years—and also the passing achievements. In actual life a milestone is more than a mere indication of exact locality. It is a sign of commerce, a record of human progress. In this respect there should be no distinction between the milestones of daily life, and those imaginary milestones marking epochs in our lives. Each should be a record of things done—not necessarily the record of material gain but the record of a successful life—successful in the highest sense.

Each time that we influence another person we make a permanent record on our milestone of life and by that record all who follow us must judge our character. For them as for ourselves, a long row of records of unselfish service must prove an inspiration. As we pause at intervals along our upward path of life to look back at the milestones already passed, if we can see a record of real accomplishment as well as of mere distance traveled, we can face the remainder of our journey with renewed courage. By comparison with the age and space of our universe, the distance we travel, either in time or in actual mileage is but infinitesimal. But the hopes and fears of future humanity are dependent on the sum total of our records.

Hundreds of Thousands

NOT only has Rotary had a remarkable growth since 1905 but in the past ten years there have come into existence nearly a score of other clubs formed on the classification basis of membership and furthering the principle and practice of service as the chief reason for their being. Upwards of half a million men, through membership in these clubs, have caught the vision which came to the first Rotarians in Chicago in 1905. With the fine courtesy that might be expected from members of such organizations they all recognize Rotary as the original organization and are frequently saying nice things about Rotary which are hereby gratefully acknowledged. The ideal of service is as deep and as broad as the human race itself. The more men there are inspired by that ideal the better it will be for the world.



ROTARY INTERNATIONAL

Brief Facts About Its Growth and Present Scope

FIRST starting as an idea conceived by Paul P. Harris of Chicago, later developed further by a small nucleus of members, Rotary has grown in eighteen years into a strong movement comprising 86,000 members with clubs in more than three hundred cities embracing twenty-seven countries of the world. Below are given some brief facts in connection with Rotary's growth and scope. On the next two pages a world map is reproduced which will help you to visualize the present world-wide organization of Rotary clubs.

Rotary Clubs of the World

1,332 Rotary Clubs

86,000 Rotarians

Countries are listed in the order in which they came into Rotary through the organization of Rotary Clubs

Country	Number of Clubs
United States	1,132
Canada	63
Ireland	3
England	80
Scotland	10
Hawaii	2
Cuba	9
Wales	4
Porto Rico	2
Uruguay	1
Philippine Islands	1
China	1
Panama	1
India	1
Argentina	2
Spain	2
Japan	1
Panama—Canal Zone	1
Mexico	5
France	1
Australia	2
New Zealand	3
Peru	1
Union of South Africa	1
Newfoundland	1
Denmark	1
Norway	1

Rotary International

Rotary International is the organization of which all Rotary clubs are members. On January 12, 1923, it consisted of 1332 member clubs, with approximately 90,000 members in 27 countries of the world.

Four Historic Facts

The National Association was formed by a convention of the first 16 clubs in August, 1910, at Chicago; general officers were elected and a constitution adopted.

The Second Convention was held at Portland, Oregon, August, 1911. Rotary platform adopted; motto chosen; "The Rotarian" established.

The International Association was formed in August, 1912, at Duluth, Minnesota, to provide for charters for Winnipeg, Canada, and London, England.

"Rotary International" became the name of the organization by adoption of a revised Constitution at the Los Angeles convention, June 6, 1922.

First Rotary Club Organized in Each Country

United States—Chicago, Feb. 23, 1905.
 Canada—Winnipeg, Nov., 1910.
 Ireland—Dublin, March, 1911.
 England—London, Aug., 1911.
 Scotland—Glasgow, March, 1912.
 Hawaii—Honolulu, March, 1915.
 Cuba—Havana, April, 1916.
 Wales—Cardiff, July, 1917.
 Porto Rico—San Juan, April, 1918.
 Uruguay—Montevideo, July, 1918.
 Philippine Islands—Manila, Jan., 1919.
 China—Shanghai, July, 1919.
 Panama—Panama City, July, 1919.
 India—Calcutta, Sept., 1919.
 Argentine Republic—Buenos Aires, Nov., 1919.
 Spain—Madrid, Oct., 1920.
 Japan—Tokyo, Oct., 1920.
 Panama—Canal Zone, Cristobal - Colon, Dec., 1920.
 Mexico—Mexico City, April, 1921.
 France—Paris, April, 1921.
 Australia—Melbourne, May, 1921.
 New Zealand—Wellington, May, 1921.
 Peru—Lima, July, 1921.
 South Africa—Johannesburg, July, 1921.
 Newfoundland—St. Johns, Nov., 1921.
 Denmark—Copenhagen, Nov., 1921.
 Norway—Christiania, Feb., 1922.

How Clubs Are Organized

Every club organized has come into existence of its own desire and effort. No club can have more than 25 members at its organization. Three members a month thereafter during the first year. No club has ever forfeited its charter.

Rotary Districts

Rotary is divided into 39 districts, each supervised by a district governor.

Presidents, Rotary International

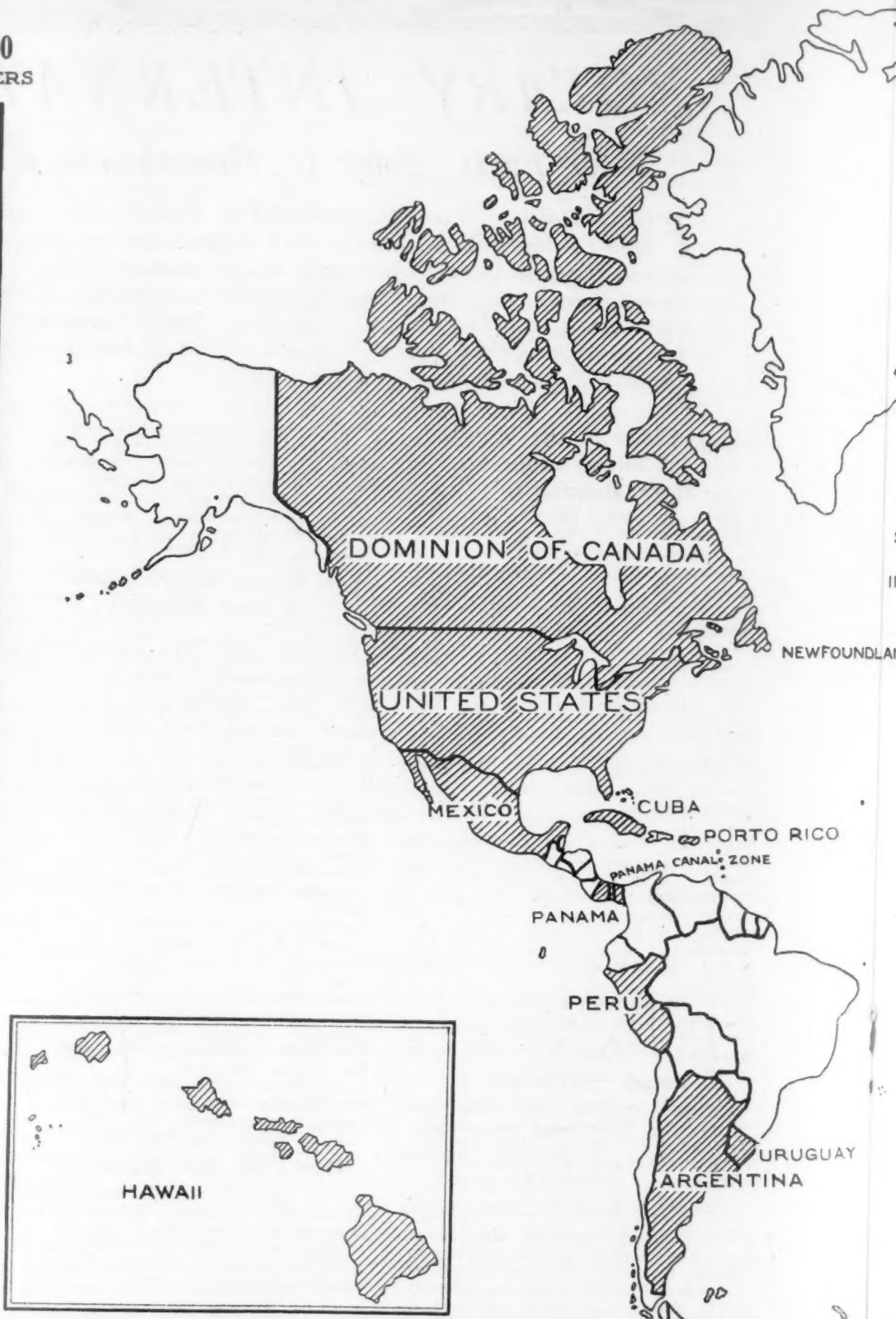
Paul P. Harris, Chicago, Ill., 1910-1912.
 (Since 1912, President Emeritus.)
 Glenn C. Mead, Philadelphia, Pa., 1912-1913.
 Russell F. Greiner, Kansas City, Mo., 1913-1914.
 Frank L. Mulholland, Toledo, Ohio, 1914-1915.
 Allen D. Albert, Minneapolis, Minn. (now of Paris, Ill.), 1915-1916.
 Arch C. Klumph, Cleveland, Ohio, 1916-1917.
 E. Leslie Pidgeon, Winnipeg, Man., Canada, 1917-1918.
 John Poole, Washington, D. C., 1918-1919.
 Albert S. Adams, Atlanta, Ga., 1919-1920.
 Estes Snedecor, Portland, Ore., 1920-1921.
 Crawford C. McCullough, Fort William, Ont., Canada, 1921-1922.
 Raymond M. Havens, Kansas City, Mo., 1922-1923.

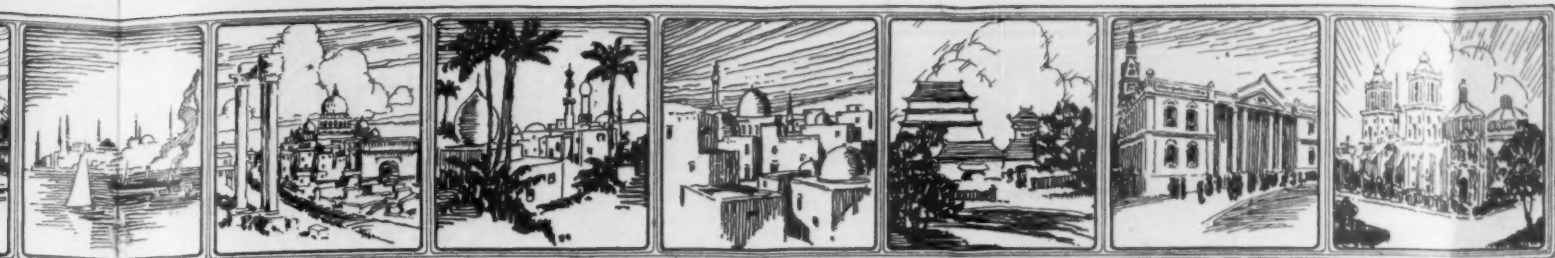
Convention Cities

Annual conventions were held:
 Chicago, August, 1910.
 Portland, Ore., August, 1911.
 Duluth, August, 1912.
 Buffalo, August, 1913.
 Houston, June, 1914.
 San Francisco, July, 1915.
 Cincinnati, July, 1916.
 Atlanta, June, 1917.
 Kansas City, Mo., June, 1918.
 Salt Lake City, June, 1919.
 Atlantic City, June, 1920.
 Edinburgh, June, 1921.
 Los Angeles, June, 1922.

International Headquarters

The Headquarters of Rotary International are located at 910 S. Michigan Avenue, Chicago, where seventeen Rotary Service Sections occupy more than 6,000 feet of floor space, with approximately seventy employees.





Countries of the World in which there are Rotary Clubs





HERE you can walk over to Main Street, drop in at the sign of the Rotary flag, get your guest's badge, and make yourself at Home! The fellows are always glad to see you and to learn what your club is doing, and while you bend elbows over the luncheon table they will tell you about the best club in the best town in the best country in the World!

MONTERREY, MEXICO.—Rotary delegates from different parts of the United States and Mexico received a most cordial welcome from the newly formed local Rotary club. On Dec. 16th, the guests visited the principal factories and other points of interest in the city and were received with the greatest attention. Lunch was served at noon in the Casino. During the afternoon our visitors continued their sight-seeing as scheduled and at 7 p. m. a magnificent banquet was given in their honor by the local Rotary club, during which the greatest cordiality and good-fellowship reigned. The proceedings were further enlivened by "Deacon" F. W. Teele, special commissioner of Rotary International, who presented "A Message from Here and There," and by Leocadio M. González, who delivered the address of welcome to the visiting Rotarians.

Manuel Palavicini, a member of the Rotary Club of Mexico City, in giving some observations on Rotary, emphasized that "Rotary is accomplishing that which the League of Nations failed to do; it is bringing nations closer together and sowing the seeds of brotherly love." The

McAllen (Tex.) Rotary Club contingent staged the "Wild Flower Dance"—a carefree Rotary "whirl" in which everyone joined.

The charter granted by Rotary International was presented by President Ted Kirkham of the McAllen Rotary Club and was received by Ed. Seixas in the name of the new club.

One of the memorable features of the banquet was the radio address broadcasted by President Raymond Havens, who spoke from Kansas City, Missouri. The address was heard not only in Monterrey but was clearly picked up in England, France, Italy, Canada, South America, Hawaii and throughout the United States:

"To the Rotarians of Monterrey, visiting Rotarians from the Republic of Mexico, and Texas—also to those Rotarians who are able to be present at radio receiving stations through the co-operation of the press and the radio companies:

"Little did I ever expect when I became a member of Rotary that one day I would be able to broadcast simultaneously throughout the United States, Mexico, and Canada the Rotary message of 'Service above Self.'"

"No one feels happier than I do at this moment to be able to participate in the festivities now taking place at Monterrey, Mexico. Rotarians of Monterrey, in the name of Rotary International I extend to you hearty congratulations and a cordial welcome into our great big family of Rotarians. We are proud of your entry and expect great things from you and from the other Rotary

clubs of Mexico. We shall always be ready to co-operate with you in creating a better understanding between the two great sister Republics.

"I congratulate John Singleton, governor of the Third District, and also 'Deacon' Teele through whose energetic efforts this latest and enthusiastic branch of Rotary has been mainly established."

®

ELLWOOD, CITY, PA.—The Ellwood club held its first Ladies' Night in November, both the Rotarians and their wives finding much enjoyment in the meeting. The club is taking an active interest in boys' work and has volunteered to sponsor a troop of boy scouts. Ellwood also sent a strong representation to the inter-city meet at Pittsburgh.

®

BRainerd, MINN.—This fall the Brainerd club inaugurated a drive for a much-needed modern high school. Every member of the club visited at least one school, and the club has developed friendly relations with various educational authorities through a series of dinners and luncheons. As a result of this campaign the votes for a bond issue are pretty well assured before the ballot is taken, although the Board of Education has not yet taken any steps in the matter.



The first club to be organized by Fred Warren Teele, Rotary International's Special Commissioner for Mexico, is that of Monterrey, Mexico. This is the second club in Mexico, and promises to be a most active and successful one. Rotarians were present from Mexico City, and McAllen, El Paso, Eagle Pass, Laredo, San Antonio, and Brownsville, Texas.

KOKOMO, IND.—Nearly a hundred needy little boys were gladdened and refreshed as the result of a visit from Kokomo Rotarians. The names were apportioned among the club members by the simple device of tacking the names of the boys on the Rotary wheel, and each Rotarian was asked to spin the wheel and provide appropriate gifts for the boy at whose name the pointer stopped. The Rotarians delivered their gifts in person, and no one outside of those immediately concerned learned anything of the distribution as it was desired to handle the distribution with just as little ostentation as possible.

®

RICHMOND, VA.—The Rotary Boys' Club has completed an interesting contest. The purpose was to get Rotarians to visit the boys, and five prizes were offered the boys who could get the most Rotarians to the club during the month. The five prize winners were guests at a night meeting of the club and each gave a very creditable talk. As a result most Rotarians have considerably increased their knowledge of the boys' club work.

Another innovation of the Richmond club was the appointment of a new program committee each month. Each committee tries to outdo its predecessors and the results are fine.

An unusually good attendance was reported at the visit of District Governor Roger Moore. Many special stunts and

an inspiring talk by the District Governor made the evening pass all too rapidly.

®

LONDON, ONT.—The London club has carried out two service projects which have attracted notice in its community. For some months the boys' work committee of the club has been supervising indoor athletics for the newsboys of the city. Care has been taken to select only those boys who are really underprivileged and every effort has been made to avoid pauperizing the lads. Running shoes and other athletic equipment has been given to the boys only when they were unable to pay for them. Even partial payment has been accepted from the boys. As a result all the members of the group feel their own personal re-

sponsibility and are taking a greater interest in their work than they would otherwise.

The club has also decided to collect from its members subscriptions for a loan fund for needy students in the Western University of London. Applications for these loans will be carefully considered by a committee and repayment is expected a certain number of years after graduation. Although the fund has only been established a few weeks applications have already been received, and the fund seems likely to be a great help to certain students.

®

LAKE CHARLES, LA.—The Lake Charles club gave active support to the first annual Rice Day Carnival and Exhibition and was represented in the parade by a suitable float. An elaborate souvenir booklet was published to call attention to the importance of rice as a food and to show the extent of the rice-growing industry in this neighborhood.

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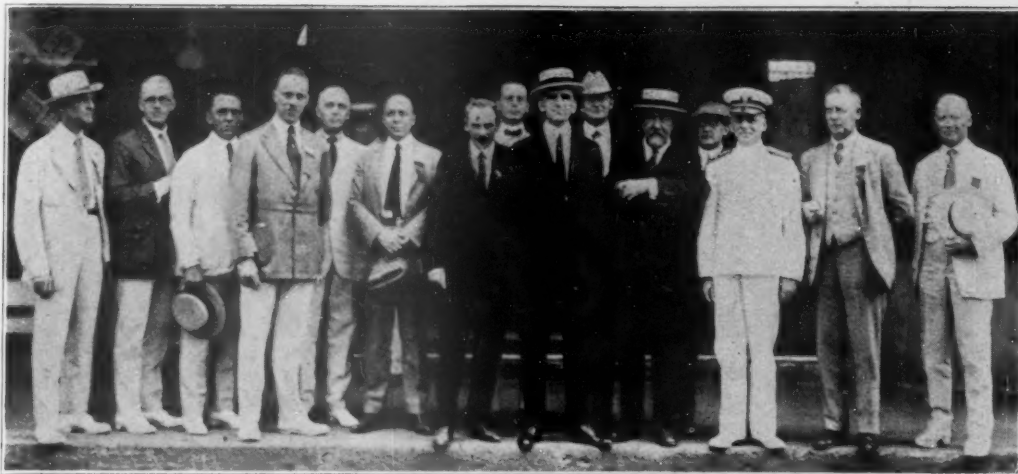
MEADVILLE, PA.—Among the pleasing surprises which greeted District Governor Tony Smith when he paid an official visit to the Meadville club was the music furnished by the newly organized Rotary Boys' Orchestra. This orchestra has some twenty members and under the leadership of Professor Barnes of the Pennsylvania College of Music, the boys are making good progress.



Out of courtesy to the members born in the United States, the Rotary Club of Havana celebrated Thanksgiving Day in fitting style. Two American Rotarians explained the origin of the holiday, giving many interesting details which made the meeting alternately gay and impressive. Many guests were present and an attendance percentage of 84.22 was secured.



This photograph shows some of the latest recruits for Rotary in Mexico. In the group are the members of the new club at Vera Cruz and visitors from Mexico City, who attended the inauguration meeting of this new Rotary club in Mexico.



This picture shows the Shanghai delegation and other representatives at the Pan-Pacific Conference held in Honolulu. Prominent in the picture are Julian Arnold, Dan Doughty and George Fitch of the Shanghai Club; E. O. McCormick, vice-president of the Southern Pacific Railroad Co., and chairman of the conference; Alexander Hume Ford and Frank F. Bunker, Pan-Pacific secretaries; and in the center, President Jeff Jeffries of the Honolulu club. The man with the slouch hat in the rear is past-president Charlie Wills of the Hilo club. Rear-Admiral H. J. Ziegemeier, Director of Communications of the U. S. Navy, is also shown in the picture. The first man to the left is V. S. McClatchy, editor of the "Sacramento Bee."

MEXICO CITY, MEXICO.—"Deacon" Teele, special commissioner of Rotary International and president of the Rotary Club of Mexico City, presided at a recent meeting which was addressed by Professor T. J. Donohue, blind teacher of English. Professor Donohue gave some interesting details of his work for the blind in Mexico, describing how a company had been incorporated to finance the establishment of industries for the blind. Broom-making and printing are already being conducted on a small scale, and it is hoped that many of the blind can eventually become self-supporting. "Deacon" told the gathering something of the progress of Rotary in Mexico, of the charter granted the Monterrey club and the proposed clubs at Tampico and Vera Cruz. He also outlined a plan under which late-comers at all meetings will be fined and the last arrival will have to purchase a five-peso present to be drawn for by the club members at the next meeting.

®

CANANDAIGUA, N. Y.—Dedication exercises were held recently to mark the formal transfer of the pavilion for handicapped children erected by the Canandaigua club. This pavilion, which was erected at a cost of approximately \$6,300 was turned over to the Thompson Memorial Hospital and will be used for the upbuilding of crippled, undernourished, and otherwise handicapped children. The cost of the building was met by the fifty-seven Canandaigua Rotarians who also supplied much of the labor required for its construction and preparation. The Canandaigua club plans to make crippled children's work its chief activity for four years.

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KEWANEE, ILL.—The Kewanee club recently devoted one of its meetings to a

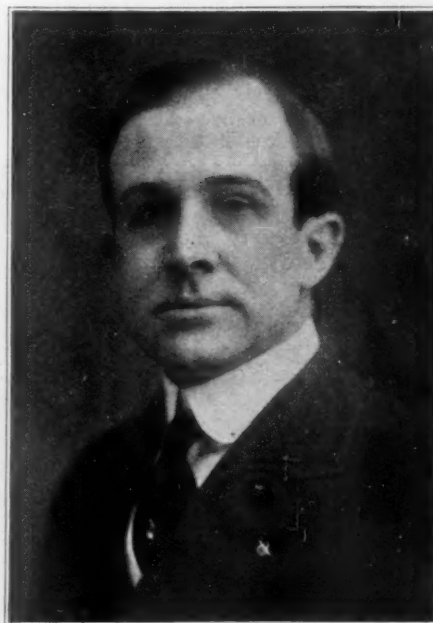
post-hole digging session. Realizing that the municipal playgrounds needed new shade trees the Rotarians decided to purchase the trees, and to dig the holes ready for planting. The club was divided into squads and within half an hour sixty-six holes over 2 feet deep and 3 feet in diameter had been dug. The various squads had a good time competing for the quickest work that would pass inspection.

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BIRMINGHAM, ENGLAND.—More than seventy Birmingham Rotarians recently

tion, and a brotherhood ready to welcome visitors from every land. As a Rotarian it is your duty and privilege to visit other clubs in cities you pass through. You can imagine the pleasure it is to be greeted in strange places by those who have community of interest with you, and how such treatment helps to make the whole world kin. Our travelling members report the most enjoyable experiences; and of course we must pass on to others the favors we receive, and

(Continued on page 94)



Rotarian J. O. Mills of Columbus, Ohio (left), holds the office of president of the National Restaurant Association. During his administration, the association adopted a code of ethics, largely based on the Rotary Code of Ethics, and which was distributed to all Rotary Clubs as a standard for the preparation of vocational codes. Rotarian Guy Gundaker (right) of Philadelphia, was chairman of the 1921-22 Business Methods Committee of Rotary International and was largely responsible for Rotary's standard code of business practices. Fifteen of the twenty-one present officers of the National Restaurant Association are Rotarians.

Enrolling New Members, and "Selling by Lending"

THIS is the pleasant and rather novel method the Decorative Arts League has adopted. It sells its productions simply by lending them, and by taking them back cheerfully if the borrower does not want to keep them. In the ordinary commercial sense of the word it does no "selling" at all.

Each of its productions, loaned in this way, has to sell itself, all by itself. There is none of the annoying persuasion or artifice that is too often associated with the sale of works of art. If it does not sell itself to the borrower it simply comes back, and that is all there is about it.

Yet this, as you will see, is by far the best way in which the League could carry on its work.

As soon as you are a Member of the Decorative Arts League you find that you have the privilege of borrowing, in exactly the same way, a wide variety of different art productions, of beauty, dignity and permanent utility, for your home or as gifts.

Now just how much that means to you depends of course on your own tastes and instincts, in forming and maintaining that environment which, in the eyes of all who know you, is the reflection of your own quality and character. If you are one of the gentlemen or gentlewomen the League is formed to serve, you do not accept and admit as part of your environment the sort of thing that will grow stale and tiresome in a few months; you recoil from the vulgarity of constant changes in the furnishings and decorations of your home; you realize that the articles of beauty and utility you buy for your own home are things you will live with for a long while; and therefore you choose with the utmost care any article that is to become a permanent part of your surroundings. You reject mere novelties; you refuse everything that is garish—everything that does not meet the one sure test of true art and real beauty, the test of *never wearying the eye*.

The borrowing privilege that is yours, as a Member of the League, at once takes all the anxiety and uncertainty out of the problem of selecting the right things for your home; all risk of spending your money for some purchase which might prove unsuitable. It transforms the problems of choosing beautiful things for your home, and makes it a real delight.

This system of "selling by lending" is pleasant not only for "the Corresponding Members" but for all the workers in the League—for artists, craftsmen, office workers and executives. Because the League can always feel sure that everyone who owns any of its productions has bought it because he wanted it; because he had ample time to prove to himself by comparison that it had an artistic value far greater than could be procured for the same money elsewhere; and he has kept it because he wanted to keep it.

The Decorative Arts League (Incorporated) is a self-supporting organization, operated on a strictly business basis, to unite the purchases of a large class of people in this country who are desirous of securing a higher standard of art in the things they acquire for the decoration of, and use in, their homes.

Each Corresponding Member is a unit in the co-operative plan for acquiring, producing and distributing meritorious designs. Corresponding Membership is voluntary, free and without responsibility, financial or otherwise. All responsibilities are carried by the Corporation.

The League does not wish to increase the price at which it has offered this lamp. To be compelled to do so will be to admit that the League has made an unwise experiment; and that, in its effort to prove its idea of selling works of art at very low prices, it has fixed a price that is far too low.

However, if after a certain period sufficient for a fair test of its idea, it finds that not enough persons respond to the offer; or that they respond too slowly, and that the cost of selling the lamp is, for that reason, higher than was expected; and that the lamp has been sold at a loss—then in that case the loss will be stopped at once. No more lamps will be sold at this price.

The experiment, if it is resumed, will be on a basis of a much higher price; perhaps the originally contemplated price of \$36.00, rather than \$19.85.

The League has a guarantee fund, for such risks, but does not wish to draw upon it. It is in position, however, to promise now that none of those who have received or will receive this lamp at the special price (\$19.85) will be asked to make any additional payment whatever, to make up the loss. The lamp is sold with that distinct understanding.

Certainly in offering this lamp at so low a price as \$19.85 the League is making a very daring experiment indeed; as anyone who sees the lamp will at once agree.

Borrowing a work of art is the best and pleasant- est way to find out if you want to keep it,—

—having it in your own home three or four or five days, using it, comparing its artistic merit and value with the values you are offered in your own city or in Fifth Avenue retail establishments,—

—and, entirely at your leisure, satisfying yourself that it is all that you expected, and that it is double or treble the value you could get for the same money elsewhere.

CERTAINLY the pleasantest and most confident way to do it,—particularly when from first to last you know positively that if you do not want to keep it you have only to send it back.

—when you have the calm certainty that any money you have deposited will be returned to you in full—willingly, pleasantly, promptly, and without the slightest suggestion that you are under any obligation whatever.

Noted Artists Designed It in Collaboration

A painter, a sculptor and a noted decorative expert collaborated in the design of this lamp—Olga Popoff Muller, a pupil of Rodin; Andrew P. Popoff, student of the Beaux Arts, and John Muller, architect of many buildings noted for their distinction and beauty.

The result is a design of dignity, richness and grace, which at once distinguish it unmistakably from the ordinary commercial products of factory "designing departments."

This low present price is a test

This lamp was designed to sell for \$36. We want to see if, by offering it at a much lower price, we can secure enough orders to cause a great saving in the cost of production and distribution, and without a loss to the League. So, as an experiment, we are offering it at \$19.85.

For the present, this is only an experiment. We cannot guarantee that the price will not be raised.

If you wish to borrow one before that happens your request should be

Mailed AT ONCE.

Decorative Arts League, 175 Fifth Ave., New York City

Members' privilege of BORROWING AND RETURNING Art Productions of the League is extended to readers of THE ROTARIAN Magazine for this occasion. [Greek Pompeian Floor Lamp.] *

No money need be sent with this

DECORATIVE ARTS LEAGUE, 175 Fifth Avenue, New York City.

**If not satisfactory
I can return the
lamp within five
days of receipt
and you are to re-
fund my deposit.**

Signed

Address

City

State

(Cannot be sent on approval outside Continental U. S. A.)

Please send me the Greek-Pompeian Floor Lamp and I will pay the carrier \$3.85 (deposit) when delivered, plus the transportation charges.

If I do not return it in that time I agree to purchase it at the special introductory price of \$19.85 and will send \$4 monthly from date for four months, the lamp remaining your property until fully paid for.

Hand
the Carrier

\$3.85

(deposit)
when
borrowed

Total
Price
\$19.85

A work of real art and true beauty can not be judged by a mere illustration. No picture can do real justice to the charm and dignity of this superb and ever-pleasing classic design. Owned exclusively by the D. A. L.

Note the cleverness of this exclusive Decorative Arts idea;—a shade so exquisitely ornamented that it can be used without any draping or covering whatever, and yet at the same time the ideal base on which you can make and fasten slitted covers of interchangeable designs and colorings, in limitless variety, harmonizing with any surroundings in which the lamp may be placed.

Lamp is about 5 feet high. Finish rich Statuary Bronze. Base and cap are cast in solid Medallum. The upper shaft is seamless brass. Shade is parchment, brass bound. Outside decorations are in three colors; the top and bottom bands in deep red, the design in dark green, background graded in brown.

Inside the shade the reflecting surface is of a delicate pink tone diffusing a warm and mellow glow. The gracefully curved arm is pivoted at the shaft so that the lamp can be raised or lowered with a single touch.

Just above the bulb another pivot enables the shade and the bulb to be tilted to throw the light at an angle. Fifteen feet of cord, with two-piece attachment, plus. Wiring is inside the shaft and arm.

The lamp is complete, ready for the bulb to be put into it. Weight packed is about 22 pounds.

After you have received this lamp we ask that you visit the art importers, the jewelers, the large stores and the commercial electric showrooms. See if you can find any lamp that, at twice or five times this price, even approaches it in artistic perfection.

Then, if you are not entirely satisfied, send it back any time within five days. We will return your deposit at once and in full, and you will be under no further obligation whatever.

If we could think of any pleasanter, fairer, more confident way to offer the League's productions we would do it—but we cannot.

\$3.85 Deposit.
(Hand it to
Postman.)

Please enter my name as a Corresponding Member of the Decorative Arts League. It being distinctly understood that such membership is to cost me nothing, either now or later, and is to entail no obligation of any kind. It simply registers me as one interested in hearing of really artistic new things for home decoration.

I am a
Reader
of
The
Rotarian
February
1923

GORHAM ROTARIAN BELL

\$26



A BEAUTIFUL big bell made by the Gorham Company specially for use at a Rotary Meeting, where its agreeable but insistent voice rises clearly above the usual cheerful din. \$26 complete with striker.



ROTARIAN GONG
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Write for Prices 183 N. WABASH AVE.
and Suggestions CHICAGO

Rotary Club Activities

(Continued from page 92.)

see to it that visitors to New Zealand have at least equal attention. It should be comparatively easy to make our little country famous for its hospitality to visitors, and probably do it a service by attracting settlers. Finally, it is our aim to make this club a leading constructive force in the community; and we feel sure that you will be willing to assume your full share of the responsibility."

®

BURLINGTON, IA.—The Burlington club has recently established an educational fund to help worthy young men who desire a college education. One boy is selected as a beneficiary each year, and no person is to be the beneficiary for more than four years. The maximum loan made to any student during any one year is \$200 and loans are made in quarterly installments during the college year. If the boy remains in college until graduation the loans are to be entirely repaid by the end of four years from date of graduation with interest at 4 per cent. If he discontinues his college course the loan becomes payable at once with interest at 6 per cent. For the establishment of this fund the club has appropriated \$500 a year for four years.

®

GLOUCESTER, ENGLAND.—Since its inauguration the Gloucester club's Disabled Warriors Entertainment Bureau has issued nearly five thousand passes to various local amusement centers. The Bureau committee has induced the Gloucester Rugby Football Club to double the allocation of free passes to all future matches, and the eagerness with which these tickets are appropriated is sufficient evidence that the club's efforts on behalf of disabled soldiers are appreciated.

®

CAPE GIRARDEAU, Mo.—The Rotary Club of Cape Girardeau does not expect to "turn the town upside down" in its efforts to make Cape Girardeau the City Beautiful, but to keep everlastingly at the job, encouraging people to do everything they can to make the city more attractive; encouraging city officials in this respect; encouraging property owners to keep their property in better shape; encouraging residents to raise more flowers and strive to have neat lawns and backyards. It is probable that contests for the best-kept lawn, the best display of flowers, etc., will be held next season. A flower show is also being considered.

®

YORK, ENGLAND.—The York club has decided to further boys' work in the city by offering a silver challenge cup for swimming to be competed for by the various boys' clubs in York. Besides being active in boys' work the club is also keenly interested in the housing problem.

BRIDGEPORT, CONN.—The publication of the Bridgeport club says "That new Rotary flag presented to our club by the wives of our members is the finest symbol we could have to remind us, always, of the keen collective interest of our Rotary Anns in the work our club is attempting to do."

®

FRANKFORT, KY.—During the organization of the Frankfort club it was found that two members of the clergy had been nominated as charter members of the club. Since this was contrary to the regulations governing the organization of a club, it was decided to ask both the Catholic priest and the Protestant minister to decide between themselves which one would temporarily withdraw from the organization. Each of the padres wanted to withdraw in favor of the other and the matter was finally decided by tossing a coin. The Catholic priest won, but the exhibition of Rotary spirit made the Frankfort Rotarians hope that their club will some day be large enough to have both candidates in its membership.

®

LODI, CAL.—The most recent outstanding activity of the Lodi club was the inauguration and completion (with the valuable assistance of other civic organizations) of the new County Board of Health plan. San Joaquin county has consolidated her five boards of health into one. Before this consolidation there were separate boards in Stockton, Lodi, Manteca and Tracy, and in the county outside these cities each board has its own health officer and assistants. A severe diphtheria epidemic drew the attention of the Lodi Rotary club to the limitations of these separate boards, and a committee was appointed to see what could be done for improved health service. After months of work by the committee and others interested, the County Health Board was instituted with a health officer, competent assistants, and a laboratory. The estimated cost to the county for the first year is \$80,000, and already other counties are preparing to follow San Joaquin's example.

®

FARGO, N. D.—The Fargo club was recently entertained by employees of the Northwestern Bell Telephone Company. In addition to some musical numbers the employees staged a demonstration of "What Happens When You Lift Your Receiver?" followed by demonstrations of correct and incorrect methods of using the telephone.

®

COVINGTON-HOT SPRINGS, VA.—During December this Rotary club had as its

(Continued on page 96.)



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Improved Self-Starting Remington No. 10—
the Standard Correspondence Machine. Sells for \$7.50 less than the new Model 12, and is highly satisfactory under all conditions where quiet is not a prime consideration.

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This service is available in several forms, from supplying the decorative material, to planning, designing, and personally supervising the work of decorating the Conference Hall.

We manufacture all kinds of Rotary decorations, pennants, streamers, posters, emblems, arm bands, etc., as well as Rotary souvenirs and badges.

For your Conference we suggest in particular the poster illustrated herewith. It may be had in either paper, cardboard, or muslin, printed in gold and blue, at prices ranging from \$2.00 to \$4.00 per dozen, in proportion.

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A collection of stories, poems, sermonettes, quotations, etc., for use by public speakers as "fillers" and "padding." Some good stuff. Some light and chaffy. Some new thought. Some platitudes. Many pleased customers. Postpaid (U. S.) for \$1.00 bill. Money back with a grin if it don't suit.

BLOOMFIELD PUBLISHING CO., Bloomfield, Ia.

Rotary Club Activities

(Continued from page 94.)

guests at a luncheon nine state Governors who were attending the Governors' Convention at White Sulphur. On the invitation of the club, the Governors and their ladies drove over to the luncheon, then were taken for a sightseeing trip through the valley and afterwards attended a late dinner at Covington, going on to Washington next day for a conference with President Harding. The gubernatorial guests were: E. Lee Trinkle, governor of Virginia, Rotarian; Warren T. McCray, governor of Indiana, Rotarian; Samuel R. McKelvie, governor of Nebraska; Henry J. Allen, governor of Kansas; Thomas Kilery, governor of Alabama; Benjamin W. Olcott, governor of Oregon; Arthur M. Hyde, governor of Missouri, Rotarian; D. W. Davis, governor of Idaho; and E. F. Morgan, governor of West Virginia.

IOWA CITY, IA.—Among recent noteworthy activities of the Iowa City Rotary Club was the entertainment of the University of Iowa football team and its officials. The Iowa team has a remarkable record, having won every game played in 1921 and 1922, including the intersectional game with Yale. All of the talks made at this luncheon emphasized the necessity of fair play and clean living for success in any line of athletics. The high-school football team was also entertained at a previous club luncheon. During the early part of the season the Rotary club took significant action when it went on record unanimously as being opposed to all forms of gambling in connection with athletics of the University.

BARTLESVILLE, OKLA.—A survey and a tabulation of the activities of Bartlesville Rotarians reveals that they are "carrying on" as follows: Religious: Thirteen Rotary members are on official church boards; one a Sunday school superintendent, seven are Sunday school teachers, nine serve on church committees, one is a choir leader, one a church treasurer, one a trustee and two members are directors of church hospitals. Two members are officers of the Y. M. C. A., eight are directors, sixteen serve on committees, one works on a department club, and twenty are serving on a drive for funds. Salvation Army: One officer, two directors and four serving on a drive for funds are Rotarians. Red Cross: Three officers, two directors, and one committeeman are members. Chamber of Commerce: Three officers, eight directors, three committeemen, twenty-four members are also men-

(Continued on page 98.)

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“**C**OME—and grow with Rotary” is the slogan for Rotary’s Greatest International Convention. You just can’t stay home and be as good a man as your delegate. If your Club expects to keep pace with Rotary and its principles, *you* must come. No one can bring back to you the growth this Convention will cultivate—the fruit of a program that will make you wonder how so much personal “service” can be packed into a few days.

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Rotary Club of St. Louis

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Rotary’s Greatest International Convention

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Rotary Club Activities

(Continued from page 96.)

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PASSAIC, NEW JERSEY.

bers of Rotary. Boy Scouts: Nine Rotary members are executive committeemen, two troop, five on council, one officer, three on court of honor and one a musical director. Education: Four are members of school board, six are giving direct aid to students, and one is a member of the parent-teacher association. Business or Professional Associations: Seventeen are members of various such associations.

Although there are probably other Rotarians rendering community service in some way, these are all that have been reported to the committee compiling these statistics.

®

PASADENA, CAL.—Camp Huntington, the week-end gathering place of Pasadena Boy Scouts has been the scene of many lively gatherings of boys, but perhaps the recent Father and Son banquet brought out as happy a crowd as ever gathered there. The picturesque rustic clubhouse was built by the Pasadena Rotarians and as they sat around the blazing fire the Rotarians were glad of the work they had done for the Scouts. While each Rotarian was only expected to bring one boy to the banquet, many of them were sponsors for more than their allotment. Some forty-five men and seventy boys enjoyed the banquet, the inspiring speeches and the music furnished by the Scouts.

®

WAYNESBORO, GA.—A somewhat unusual piece of welfare work was recently undertaken by the Waynesboro club which undertook to provide Christmas cheer for the poorer negro children of the county, many of whom would have had no Christmas had it not been for the club's action. The few white children who would appreciate such welfare work were taken care of by other organizations. Burke county in which Waynesboro is located has the unique record of no racial trouble from either side during the whole time the negroes and whites have been living in the same community.

®

BATH, ENGLAND.—During the annual recess the Bath club, through its services committee, arranged for the food supply of thirty-two children from the devastated areas of France who were housed in Bath as guests of the city. The committee also arranged transportation and took the children on trips to various local beauty spots. This year the committee was also instrumental in arranging the transportation of 120 children to and from the country as a part of the Mayoress' Fresh Air Scheme. Last year the committee did similar service for sixty children. The club is also active in other phases of boys' work.

CARTHAGE, MO.—As the culmination of Boys' Week the Carthage club arranged a banquet which was attended by nearly two hundred sons and dads. Frank H. Gamel, lecturer, whose talks have created wide-spread interest in Boys' Work was the chief speaker. His address was all that his audience had come to expect from the reports on Mr. Gamel's work. Besides delivering two or three lectures a day Mr. Gamel has found time to give personal attention and advice to many boys and parents.

®

CAMBRIDGE, MASS.—District Governor "Bob" Hill was the guest of honor at a recent meeting of the Cambridge club, and his talk on Rotary history and practice was enthusiastically received. Another pleasant feature of this meeting was the reading of the following letter from the Rotary Club of Cambridge, England:

Dear Rotarian Secretary: At a recent meeting of this club we had as our guest Dr. Peter Giles, master of Emmanuel College, where John Harvard was educated, whose name is now immortalized by the university of your city, of which he was the prime benefactor three hundred years ago.

On motion of the vice-president, G. B. Bowes, himself a member of Emmanuel College, the club unanimously and with acclamation decided to take this occasion to send its cordial greetings to the Rotary Club of Cambridge, Mass., in the fervent hope that Rotary may be one more link to bind together yet more closely not these two university towns only, but the two sister nations of America and Great Britain.

May I therefore ask you to convey our greetings to your club at an early opportunity and express the hope that if any of your members be paying a visit to this country at any time they will not leave without coming to see this town and giving us in this club an opportunity of making their acquaintance.

Yours sincerely in Rotary,


A. WINTERBOTHAM,
Honorary Secretary.

Greetings were sent to the Cambridge, England, club expressing appreciation of their cordial good wishes. Several Boston Rotarians were present at this luncheon and the chairman of the school fund committee of the Boston club described the assistance given to 31 boys who desired further education but were handicapped by lack of funds. The boys' work committee of the Cambridge club is planning to assist a boy through Harvard. Two other interesting announcements were made, one in connection with the Harvard Rotary meeting held at Harvard Union on Jan. 9th, and the other in connection with the Rotary Winter Carnival at Jackson, N. H., February 1 to 4.

®

LAFAYETTE, LA.—The 36-piece Rotary Boys' Band which was organized and trained by Rotarian F. A. Baranco of the Lafayette club recently played several marches at a club luncheon and the Rotarians are much pleased with the result of their \$1,700 investment for equipment and uniforms. This meeting was

(Continued on page 100.)




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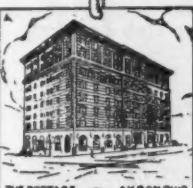
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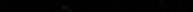
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There are times when accident or illness renders the strongest of us helpless. It is then that we appreciate the services of our friends.

Members of the Associated Rotary Funeral Directors are *your* friends indeed when sickness or accident incapacitates you, your relatives or associates, or when Death carries one to the Great Beyond.

The ambulance and mortuary services of members of the A. R. F. D. are especially valuable when distance separates you from your loved ones.

Always Among Friends

Associated Rotary Funeral Directors

The member of the Associated Rotary Funeral Directors in any city or town in the United States or Canada can be learned through your local Secretary of Rotary.

Rotary Club Activities

(Continued from page 98.)

also enlivened by the pledges taken by new members, which were couched in such language that they were quite applicable to some of the older ones.

®

PITTSBURGH, PA.—At the request of the Norfolk, Va., club and through the courtesy of the Westinghouse Station "KDKA" the Pittsburgh club recently broadcasted a regular Rotary program of vocal and instrumental music and speeches. Many letters were received from radio fans expressing appreciation of this program, and Rotarian Stewart McFarland who delivered a message on Rotary has been asked for copies of his talk.

®

HOLYOKE, MASS.—The Holyoke club has adopted an innovation in celebrating the birthdays of members. It is the practice to present a birthday rose to each member. This in itself is not novel, but the task of presentation is assigned to a different member each week. He is supposed to collect sufficient data about the life of each man having a birthday that week to make a witty presentation. These brief life histories are preserved so that if the club needs this information at any time it is always available. Should the club wish to get out a club history all the necessary facts about each member will be on hand.

The Holyoke club is taking an active interest in the boys and girls of the community and at Christmas entertained 2,000 children at a party.

®

ST. JOHN, N. B.—A St. John Rotarian has discovered a new use for typewriter ribbon spools and incidentally a good way to provide toys for poor children. The spools on which the ribbons were wound serve as wheels for toy go-cars, and the wooden shafts and carriages are cut to the proper size and gaily painted.

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OLYMPIA, WASH.—At the close of the football season, the Olympia club made the annual presentation of a medal to the high-school football player who had given the finest exhibition of sportsmanship during the year. Stanley Winters, center on the team, who was selected by his teammates as the player who had been the greatest inspiration to them throughout the season, played in every minute of every game except one, when he was taken out late in the game to give a substitute a chance to get in the regular play. The club also presented twenty blankets to the team members.

®

OTTAWA, ONT.—Honorary member-badges were presented to Baron Byng of Vimy, Governor-General of Canada,

(Continued on page 102.)

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State

Rotary Club Activities

(Continued from page 100.)

and the Right Honorable Arthur Meighen at a recent meeting of the Ottawa club. District Governor Bill Cairns of the Twenty-eighth District made the presentation. His excellency addressed the club on behalf of the Boy Scouts, an organization with which he has been closely connected ever since its inception by his friend Baden Powell. Hearty applause showed that his appeal to the Rotarians for definite interest in scout troops had been very effective.

®

SANTA MARIA, CAL.—When the Santa Maria club was being organized the prospective Rotarians looked around for some Rotary service to start with. They found that the Parent-Teacher Association was trying to supply milk to a number of undernourished children attending the elementary schools, but due to lack of funds only a few of these children were securing enough nourishment. A special committee was appointed to investigate and following its report the club took action to provide one half-pint of milk for each child every day. The milk is delivered in gallon lots at wholesale price. The last report from the local school nurse says that the children are gaining in weight regularly.

®

OKMULGEE, OKLA.—With a carefully selected and trained cast the Okmulgee club presented Galsworthy's "Justice" to raise funds for boys' work. A crowded house thoroughly enjoyed and appreciated the performance and friends of the leading man, who took the part of the convict, are still telling him that "he should be permanently cast for the rôle!" The club cleared about \$500 despite the heavy royalty required.

®

REXBURG, IDAHO.—One of the biggest undertakings of the Rexburg club was the entertainment of 489 boys from 5 to 15 years of age. Imagine 489 boys led by a boys' band of 22 pieces and armed with various noise-makers, parading down the main thoroughfare, and you will have some idea of what a good time the boys had. Scattered throughout the parade were 31 Rotarians and a number of clowns! After the parade the boys were taken to the movies, then followed some real advice from Rotarians, a luncheon, and athletic contests. Every sick or crippled boy was taken care of by auto or at home. There was not a single accident and the boys were all in bed by 9 p. m.

®

THE "S. S. LACONIA"—A most unique "Rotary Club" was formed recently on board the "S. S. Laconia," now making a voyage round the world. Ten Rotarians on board held weekly luncheons,



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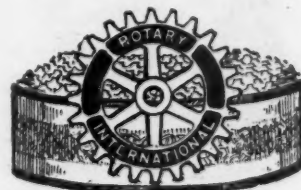
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at which 100 per cent meetings were the rule, since *mal de mer* failed to interfere with attendance. A Minneapolis Rotarian who was conducting a tour was elected president, and a Niagara Falls Rotarian, secretary-treasurer. At San Francisco the party received a wireless from Hilo asking how many Rotarians were on board. At one meeting, the ship's commander, Capt. F. G. Brown, R.D., R.N.R., was the guest of honor and speaker. The members of this special club are: W. R. Baker, South Bend, Ind.; Lafayette L. Butler, Hazelton, Pa.; W. B. Chandler, Minneapolis, Minn.; Frank L. Chipman, Easton, Pa.; Howell A. Davis, Palatka, Fla.; William H. Hatch, Boston, Mass.; John Rice, Easton, Pa.; M. W. Saxman, Latrobe, Pa.; Frank B. Warner, South Bend, Ind.; Harold O. Wright, Niagara Falls, N. Y.

®

ASTORIA, ORE.—The fifty-one members of the Astoria club held their first meeting after the fire in the Port Docks—practically the only building of a business type left after the blaze. Mrs. Pinneo, wife of Rotarian Roger D. Pinneo served coffee and sandwiches, and the meeting was one of the peppiest the club has ever held. Every Rotarian in Astoria was present.

The construction of the business section of the city makes the situation doubly acute. Astoria is on the Columbia River, about eight miles from its mouth. The business portion of the city occupies the low ground of the river bottom; it was originally built on piling over the water but in recent years was partially filled in. The streets were decked over and covered with asphalt. Once the fire had gotten under the city, there was no stopping it. The result was the total destruction of the water and sewerage system and all of the means for the delivery of public utilities. The streets are entirely gone in the business section and any rebuilding of this section will have to be preceded by a filling in up to the building level. Fortunately the residential portion of the city is on the hillsides back from the water front.

District Governor Frank Lamb has addressed all presidents of his district advising them to forward any relief through Merle Chessman, president of the Astoria club. As soon as wires were restored he received this message from Secretary Ed Shockley: "We are down but not out. We will hold a special one hundred per cent meeting next Wednesday at Port Docks."

Forty of the fifty-one members of the Rotary club have had their businesses entirely wiped out. Many Pacific coast clubs have already sent aid to the stricken city, while others are raising funds.

®

TALLAHASSEE, FLA.—Delegations from Thomasville, Pensacola and the Live Oak clubs made their way over muddy

roads to attend the installation meeting of the Tallahassee club on Dec. 20th. In a golf tournament that was played by golfers attired in rubber boots and slickers Rotarian "Jawn" Johnson of Live Oak carried off the Visiting Rotarian cup with a score of something under 125. Local honors went to Bill van Brunt. Two male quartettes, an orchestra and club singing furnished the music. Addresses were made by District Governor Jim Thomas; Governor Hardee, governor of Florida; Jeff Brown, chief justice of the Supreme Court of Florida;

Senator John Johnson, and officials of various Rotary clubs.

®

RIO DE JANEIRO, BRAZIL—Interest in Rotary in Brazil is being accentuated by the presence of Rotarian D. C. Collier of San Diego, who was appointed American Commissioner-General to the Brazilian Centennial Exposition. In recognition of Colonel Collier's work, and of a long-standing friendship, Gen Marshall O. Terry, special representative of the State of California to the exposition, gave a banquet in honor of his fellow-



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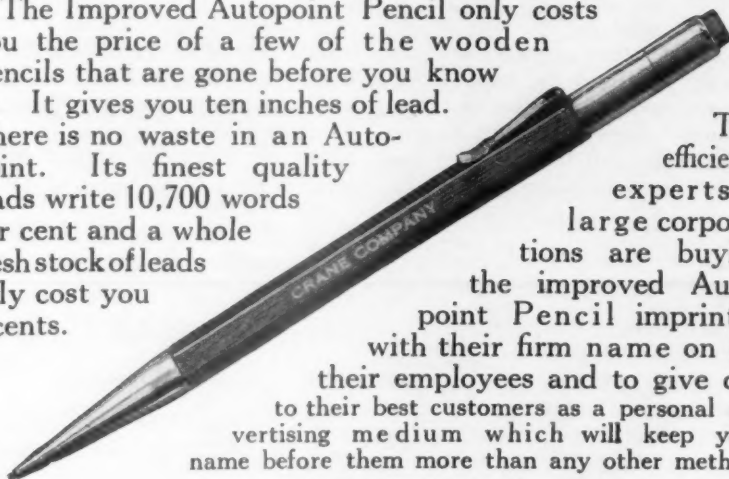
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A complete report of the contest will be sent upon request

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townsman at the Jockey Club of Rio de Janeiro. Among the one hundred guests were the Mayor of Rio, seven foreign ministers, twelve foreign representatives, sixteen exposition officials, representatives of twelve leading Brazilian and two Chicago papers, and a representative of the United Press.

Herbert Coates, who has special credentials from Rotary International authorizing him to organize a club in Rio de Janeiro, has arrived at his destination, and the organization is now under way.

®

SHERBROOKE, QUE.—It was rather a coincidence that at the same time the Sherbrooke club was addressed by General Draper on "Some Incidents of a Battlefield" should come the proposal that the city of Sherbrooke should adopt the city of Cambrai as its especial protégé and aid the French city through the period of reconstruction.

®

WHEELING, W. VA.—The music committee of the Wheeling club put on a special program at one of the recent regular meetings. Rotarian Steckel entertained his fellow-members with variations of "Yankee Doodle." He played the old war song as a grand march, a two-step, a waltz, a piccolo solo, jazz, wedding chimes, and a funeral march, all as a running comment on a band organized in a little Pennsylvania town. Vocal and violin solos also drew enthusiastic applause.

®

TORONTO, ONT.—Rotarians from all parts of Ontario joined with the Toronto club recently in welcoming their international president and his wife, who visited Toronto for the first time. The Oshawa club was represented almost to a man, and the delegation led by Rotarian J. W. Farewell, now in his 82nd year were given a rousing welcome. Almost equal enthusiasm was aroused by the entrance of the twenty-seven delegates from Peterboro. Brantford sent twenty-three representatives and practically every large town in the province sent its delegates.

Among the many pleasing features of the meeting were the presentation of a flower in token of lasting friendship of Ray Havens for Chairman Fred Ratcliff; the greetings of Kiwanis to Ray Havens conveyed by George H. Ross, international president of that organization; the singing of President and Mrs. Havens, and the singing of the Toronto Rotary Glee Club, led by Dr. H. A. Fricker. District Governor E. C. Bull and District Governor P. W. Cairns were also present at this meeting.

®

NEWARK, N. J.—Among the many interesting inter-city meets held by the Newark club, one has set a record both for attendance and enthusiasm. Some

(Continued on page 118)

VITAL, PERTINENT, IMPORTANT, FACTS AND FIGURES

Rotary 1923 Convention

St. Louis, U. S. A. - - - June 18 to 22nd

REGISTRATION FEES.

There will be NO pre-payment of registration fees this year. Each and every person on arriving in St. Louis will register and then pay the usual fee of \$10 per person.

HOTEL RESERVATIONS.

All hotel reservations must be made by YOUR CLUB secretary, who will be furnished with the proper requisition forms by the Rotary Convention office. Each person asking accommodations will give a guarantee deposit of \$10; which will be refunded after the convention if reservations have been used or if proper cancellation has been made before May 15, 1923.

RAILROAD RATES.

All of the passenger associations, except the Trans-Continental, have authorized a reduced fare, for those attending the convention, on the basis of one and one-half fare for the round trip, on IDENTIFICATION CERTIFICATE plan from all points. In order to take advantage of such special fare it is necessary to deposit an Identification Certificate with the agent selling the railroad ticket. During the forepart of May each club secretary will be furnished with the proper number of these so that each Rotarian going to the convention will have one.

This table gives the round-trip fares from various points to St. Louis and the price for Pullman accommodations one way.

You will note that from points in California, Nevada, Oregon, Washington, British Columbia and a few other far western points there will be a special summer excursion round-trip fare. Those in this territory will NOT use the Identification Certificate.

From—	Round Trip Fare	Lower Berth One Way	Upper Berth One Way	Pullmans From
Portland, Me.	\$71.25	\$12.75	\$10.20	
Concord, N. H.	69.33	12.00	9.60	from Boston
Burlington, Vt.	60.96	10.50	8.40	from Montreal
Boston, Mass.	65.37	12.00	9.60	
Newport, R. I.	65.00	10.88	8.70	from New York
Hartford, Conn.	61.46	10.88	8.70	from New York
New York, N. Y.	58.34	10.88	8.70	
Syracuse, N. Y.	46.55	9.00	7.20	
Buffalo, N. Y.	38.49	7.50	6.00	
Philadelphia, Pa.	52.35	10.13	8.10	
Pittsburgh, Pa.	33.36	6.38	5.10	
Wheeling, W. Va.	20.76	6.38	5.10	
Baltimore, Md.	48.81	9.00	7.20	
Dover, Del.	54.81	10.13	8.10	fr. Philadelphia
Norfolk, Va.	54.33	10.13	8.10	
Wilmington, N. C.	54.17	No through Pullman cars		
Charleston, S. C.	50.49	No through Pullman cars		
Atlanta, Ga.	33.80	6.75	5.40	
Jacksonville, Fla.	50.90	10.50	8.40	
Tampa, Fla.	59.51	13.13	10.50	
Pensacola, Fla.	38.37	7.88	6.30	
Montgomery, Ala.	32.27	6.75	5.40	
Birmingham, Ala.	26.97	5.63	4.50	
New Orleans, La.	38.06	7.88	6.30	
Memphis, Tenn.	16.97	3.75	3.00	
Chattanooga, Tenn.	26.40	5.63	4.50	
Cincinnati, Ky.	15.21	3.75	3.00	
Cincinnati, Ohio	18.60	3.75	3.00	
Toledo, Ohio	23.88	4.50	3.60	
Detroit, Mich.	26.64	4.50	3.60	
Gr'd Rapids (v.C.), Mich.	30.32	3.75	3.00	from Chicago
Chicago, Ill.	15.62	3.75	3.00	
Indianapolis, Ind.	13.31	3.75	3.00	
Madison, Wis.	22.64	3.75	3.00	from Chicago
St. Paul, Minn.	31.11	5.63	4.50	
Duluth, Minn.	39.21	5.63	4.50	from St. Paul
Fargo, N. D.	44.16	5.63	4.50	from St. Paul
Sioux Falls, S. D.	32.40	6.38	5.10	
Omaha, Neb.	22.65	4.50	3.60	

From—	Round Trip Fare	Lower Berth One Way	Upper Berth One Way	Pullmans From
Des Moines, Iowa . . .	\$18.32	\$ 3.75	\$ 3.00	
Kansas City, Mo.	15.06	3.75	3.00	
Fort Smith, Ark.	22.66	4.50	3.60	
Little Rock, Ark.	18.89	4.13	3.20	
Fort Worth, Texas.	36.71	8.25	6.60	
San Antonio, Texas.	49.93	10.88	8.70	
El Paso, Texas.	*62.20	13.60	10.80	
Oklahoma City, Okla.	29.30	6.00	4.80	
Wichita, Kans.	26.55	8.63	6.90	
Hastings, Neb.	30.83	4.50	3.60	from Omaha
Billings, Mont.	71.09	13.50	10.80	
Butte, Mont.	83.84	15.38	12.30	
Cheyenne, Wyo.	50.19	10.88	8.70	
Denver, Colo.	49.20	10.13	8.10	
Albuquerque, N. M.	*62.20	13.50	10.80	
Phoenix, Ariz.	*74.00	18.75	15.00	
Salt Lake City, Utah	*66.50	15.38	12.30	
Boise, Ida.	*76.50	19.13	15.30	
Spokane, Wash.	*76.50	19.13	15.30	
Seattle, Wash.	*81.50	22.50	18.00	
San Francisco, Cal.	*81.50	22.50	18.00	
Los Angeles, Cal.	*81.50	22.50	18.00	
San Diego, Cal.	*81.50	22.50	18.00	

CITIES IN CANADA—

Vancouver, B. C.	*81.50	27.38	21.90	via Chicago
Calgary, Albt.	92.31			
Winnipeg, Man.	55.19			
Ft. William, Ont.	76.94			
Moose Jaw, Sask.	69.89			
Prince Albert, Sask.	62.83			
Regina, Sask.	72.06			
Montreal, Que.	55.74	No through Pullman cars		
Quebec, Que.	64.22			
Frederickton, N. B.	80.27			
Halifax, N. S.	87.77			
Charlottetown, P. E. I.	86.79			
St. Johns, N. F.	81.54			

*Round-Trip Summer Excursion fare not on Identification Certificate plan.

(We are indebted to Mr. W. G. Ferstel, District Passenger Agent of the Illinois Central System at Chicago, Ill., for the preparation of the foregoing table.)

NOTE:—Tickets will be on sale June 14th with return limit of June 28th, except those in Idaho, Montana, Utah, and Wyoming tickets will be on sale June 13th with return limit of June 29th. Bear in mind that return limit date means that you must reach your starting point on the limit date.

ROTARY 1923 CONVENTION

Office: Hotel Statler, St. Louis, Mo., U. S. A.

Hi Martin, Chairman
Convention City Executive Committee

Earl R. Benedict
Convention Manager

The Sacrifice

(Continued from page 71.)

"When will you pay the notes?" laughed McLaughlin.

"On Judgment Day—with interest," came the answer; and he held out his hand, and they paid grumblingly, protestingly.

"It's no use, though," insisted Carter. "The man is no good. And I give you my word I'll never contribute another cent to this particular pet charity of yours. Why don't you ship him home?"

"I am going to if I can," said Peter. "Although," he added cryptically, "it's a question of what you consider home. Home to me has always meant something—oh—spiritual, not a house with four walls and proper furniture and an Axminster rug."

And he left the club and returned to his hut.

CAME long days fraught with rumors and anxiety. Allen, the man who had gone *fantee*, had gone native, had come and left. Only Peter had seen him and spoken to him. But there were other alarms and excitements enough, and nature herself—"rather unwarrantably," commented Peter—did her best to chime in with the emotional pattern of things. For during entire days a thick white mist oozed from sea and river and skies, like a shroud, punctured orange and vermilion here and there in the distance by the flicker of some far campfire where a lonely Ashanti was shivering for the return of the sun. There were great storms booming in from the ocean, and the little coast settlement seemed cut off from the rest of the world. London cabled reassuring messages. But there seemed little hope. For—as always, grumbled the local Englishmen—government had to wind many yards of red-tape before setting its armed forces into motion; and there was a dull sort of despair as news came of M'ganu's steady advance.

The whites went about their work, melancholy, dejected, homesick. They had sent their wives and children home by the only ship that had braved the storm, standing out, wave-tossed, in the open roadstead. Other ships were on the way; had not yet arrived. And time was pressing. The catastrophe was imminent. There was only a handful of troops.

The blacks moved in uneasy groups, clicking and chattering, listening to the boom of the far signal drums, with oblique glances over their shoulders as if afraid of some especially vindictive voodoo. The governor, helpless, sat brooding in his mansion.

In the American club the members had given up talking and speculating. They

had looked to their weapons, and now, every night, they played stud poker; a stiff game, table stakes, played earnestly, almost remorselessly.

Ten days passed; and then one evening, with the others already gathered around the green-baized table, Carter came in, excited, and confronted Peter with blazing eyes.

"You know what you've gone and done?" he demanded.

"Well, my boy?"

"That pet of yours—Allen—you gave him the money, didn't you?"

"And why shouldn't I have given it to him?" countered Peter. "Wasn't it meant for him?"

"Do you know what he did with the money?" exclaimed Carter, his voice rising a hectic octave. "I'll tell you. He beat it for the interior, up the river—and he joined M'ganu!"

"Good heavens!" Wesley Jones, who had commenced dealing, looked up.

The others, too, were startled.

"Yes!" continued Carter. "Now we have two white renegades instead of one. And Allen is the more dangerous of the two—with his drug-soaked brain! And he did it with our cash—and....."

"My boy," interrupted Peter, "don't lose your temper....."

"Why—damn it all....."

"And don't swear!"

"I've good reason to swear. You're responsible for this fresh mess!"

"I meant to say—" Peter went on—"don't swear when you are excited. If you do, your vocabulary will not do justice to your emotions. You will swear much better after you have cooled down and can think a bit more dispassionately of all the bad names you want to call me!"

"Oh—" Carter shook his head—"you're hopeless!"

"My boy," Peter replied, "Jones has dealt you two cards, and if you do not shut up I'll tell the others that you've an ace in the hole!"

He refused to comment any further on the subject. He only smiled, a fleeting rather melancholy smile.

"I have great faith," he said as he left, "great faith in God—and faith, too in most men—"

"Even in Allen?" came Carter's chilly question.

"Oh, perhaps——"

The next day brought the cabled news that troopships were coaling and loading and that a fleet of cruisers and destroyers was on the way. But there was other news, from the *hinterland*, that

M'ganu and his warriors were on the march. And who would be first to reach the goal; and suppose M'ganu got there first and conquered; even suppose that he did not massacre the white inhabitants, how could the British ships regain the town without exposing their own countrymen to a bombardment?

The governor did not know what to do, he explained one night to the members of the American club who had invited him to dinner.

"Sit tight and wait—that's all I can do," he said stoically.

"Not very cheerful," commented McLaughlin.

"No, sir. Not very."

The blacks in the little coast settlement were leaving by twos and threes, giving, typically, wrong reasons for their flight. Every morning when the governor stepped out on the veranda of his residence he would find there a dozen or so squatting on their haunches, with thin, sinewy arms embracing their knees, rocking to and fro like chained jungle beasts. They would rise on his approach, assure him that he was their father and mother, the light of their countenances, and an exceedingly powerful and kindly *ju-ju*. But would he please permit them to return to their kraals?

"Why do you want to go?" the governor or his aide-de-camp would ask. "Don't you get good pay? Don't you receive decent treatment?"

AND then always the same reply, in pidgin; always the same lie, with oblique glances across naked, plum-colored shoulders:

"We lib for go we-country. We lib for work long nuff, one time yam come up, twel' moon," meaning that they wanted to go home because they had worked long enough, a whole year.

Nor was there arguing with them, and if permits were refused they would sneak out at night between the scanty sentries.

"They are like rats leaving a doomed ship," commented the governor.

He turned to his aide-de-camp:

"Well—carry on, Johnnie!"

"Right-oh! But how?"

"I wonder."

Thursday saw an early morning rain and, later, the sun breaking through, dipping low, and sending down a volume of thick, palpable steam. The members of the American club had gathered early to their game of stud poker.

"Africa!" said Carter, dealing. "And the sun of Africa—torturing and killing

—the same sun which gives life and hope to sweeter, cleaner lands."

"Go ahead and deal," grumbled Laugh-ton. "You are only wasting time."

"Yes, don't gab so much!" said McLaughlin.

"I'll deal as fast as I feel like!" replied Carter.

FOR they were nervous, short-tempered, all of them. Bush runners, loyal natives as well as half-breeds, were bringing ever more disquieting news. M'ganu and his legions were coming closer and closer. They were within a day's march of the coast. The campfires of the vanguard could be seen at night, like ruddy balls of fire on the sky line; and despair dropped over the settlement like a sodden blanket.

Came another day; and shivering expectation, a looking after weapons and ammunitions, and inadequate defences; and then, that night, suddenly, dramatically, a half-breed Portuguese runner came out of the jungle with incredible news:

"M'ganu is dead!" And, in answer to a dozen excited, stammering, overlapping questions: "The other white man killed him!"

"Who—? Allen—?"

"Yes!"

"How—? When—? Why—?"

"He was M'ganu's guest at dinner. He shot him!"

"And—? Go on, go on!"

"M'ganu's bodyguard killed Allen. They speared him before he had a chance to take to the jungle."

A tremendous reaction swept over the little town; a reaction of lassitude, slightly ludicrous, slightly embarrassing, as they thought of their former fears and despair. They had been keyed up too tensely, too keenly, and now they were rather disillusioned. M'ganu was dead. The sheep were without a wether to bell and lead the way. Assurance of it came within a few days. The rebellion was spluttering out, hopelessly, rather pitifully as such things happen in Africa. The colony was saved; the white men were saved; and the cable buzzed the good news to London where the newspapers began their hoary paeon: "Typically British! We always muddle through—somehow!"

There was a reaction of lassitude, too, at the American club.

"Well—" said Wesley Jones—"it was Allen who saved us after all. Allen—the drunkard—the drug fiend—the white man who had gone *fantee*...."

"Yes," admitted Carter, "he saved us—and yet."

"Yet—what?" asked Peter.

"I do not respect his memory for saving us, for what he did. I hate and despise him the more."



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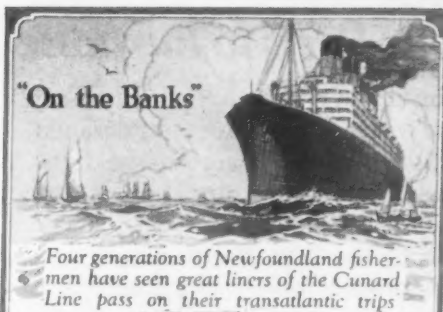
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"Why?" Peter demanded.

"I hate a renegade. Right. But even more do I hate a double renegade—a man who murders his brother—renegade as Allen murdered M'ganu. Allen after all was the other's guest. M'ganu—so all the news from the *hinterland* says—trusted Allen, gave him his confidence—and Allen murdered him—murdered him foully!"

"Oh, yes," said Peter. "There is no doubt of it. He murdered him. But do you remember a conversation we had a while back—when I upheld that, at times, death is the best argument in the world; that, at times, death, even murder, is a logical, sane, and clean step in the direction of civilization and peace and the blessed, average decencies?"

"I REMEMBER, all right," said Carter. "What has that to do with the argument?"

"Only this—that I repeated my argument that night to Allen—and again the next day just before he decided to go into the *hinterland* to join M'ganu."

"You—permitted him—to join....?"

"Yes. He said that he had frittered his life away, that his life, at least the life of his body, was useless, spoiled, unclean. And then he said that maybe he might save his immortal soul by one supreme sacrifice, by staining his hands with blood, by becoming a murderer, and by thus saving what we whites have been trying to accomplish here in progress and civilization. By killing M'ganu, in other words! And I did not say him nay. I even gave him the money which you contributed in order to hire guides—and he went into the jungle with a letter of introduction to M'ganu, which I gave him—"

"You—" stammered Carter—"you gave Allen a letter to M'ganu—?"

"Yes. And Allen gained M'ganu's confidence and killed him, murdered him foully—as you say—while he was his guest, at dinner, sure of the fate that awaited him, sure of the very contempt and disgust that would follow him across the grave. A fool! Oh, yes! And maybe—a little—a hero?"

"But—" insisted Carter—"you haven't told us yet! How did you happen to write a letter of introduction to M'ganu? Why did M'ganu trust you?"

"Oh—how could he help trusting me? You see—M'ganu was my brother—my younger brother.

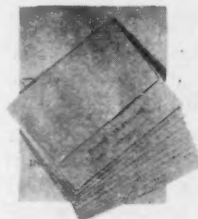
He rose. In the eyes of his companions he read their condemnation of any man that would betray one who trusted him in bonds of friendship and love.

"Where are you going?" asked Carter in a shaky voice.

But Peter did not hear. He had stepped out into the coiling, steaming African night.



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The Rotary Spirit and the World Crisis

(Continued from page 64.)

that would be capitalized into the destructive method of war, that there shall be substituted such a quiet and judicial settlement of our differences that will be mutually helpful; a change that can only come out of the spirit that says "Strength is given for service and not for exploitation," and that really applies to national as well as individual life, the Rotary motto, "He profits most who serves best."

Rotarians operating across international boundaries imbued with the spirit that makes for peace and good will instead of hatred and destruction have the right to insist that every known and worthy substitute shall be used as a method of settling our difficulties instead of the hateful and destructive method of war.

We are told that this co-operative and helpful attitude on the part of a nation is a new and untried affair and that it has grave dangers attached to it. I claim that where it has been tried we have gotten more as the result of it for the investment made, than anything we have ever gotten as the result of our wars. Let us go back in our minds for a few years, when the world war began and when the different nations were debating the question as to which side of the conflict they would enter. You may recall when China was still in the balance; when she normally would have gone on the side of Germany because that would put her against her ancient foe, Japan, and when other arguments seemed to lead in that direction; but she eventually chose the side of the allies, and why? Those in a position to know have said over and over again that it was largely the confidence that she had in America that threw her on the side of the allies. But from whence did she get that confidence? Many things contributed, but there was one great cause. Have we forgotten that at the close of the Boxer rebellion, America was offered indemnity

along with other nations for the damages that she had suffered? Have we forgotten that she did the unheard-of thing of saying that the amount awarded her was unduly great, and returned some millions of dollars to China? Have we forgotten that that nation, at that time, was so deeply impressed with that act that they said "it is to such a nation that we choose to send our sons," and they have appropriated much of that money to pay for the education of leading Chinese students in American colleges and universities, a course of action that has deepened the friendship of these two na-

tions each for the other for over 20 years?

When we look back and realize what it might have meant in that great struggle to have had the 400,000,000 Chinese, with their immense amount of raw material at the disposal of Germany, particularly so because of the Chinese proximity to the Russians at the time of the Russian defection; who shall say that for the ten or eleven million dollars spent 20 years ago in kindly service to a nation that at that time had been beaten, that America had not purchased, at less than one-quarter the price of a modern battleship, good will that was eventually one of the great



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cycles, or trucks, they "get there" as they can.

When Nature rages to that point where few things can stand against her, when property is destroyed and towns cut off, the telephone is needed more than ever. No cost is too much, no sacrifice too great, to keep the wires open. If telephone poles come down with the storm, no matter how distant they may be, no matter how difficult to reach, somehow a way is found, somehow—in blizzard, hurricane, or flood—the service is restored.

Whatever else may fail, the telephone service must not fail, if human effort can prevent it. This is the spirit of the Bell System.

During the past year "The Rotarian" has published articles and stories by such writers as Ellis Parker Butler, J. R. Sprague, Edgar Guest, and others. This month we are presenting a short story by Achmed Abdullah—a story of a great sacrifice, wonderfully full of human interest.

These articles and stories are a forerunner of what will appear in "The Rotarian" during 1923. Only fiction of the highest type, and articles on outstanding and timely questions of the day, by writers who have something to say, will be printed.



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Not only that, but the only alternative that is offered to this program is the old program of selfishness, competition, suspicion, and hate, and the destructiveness of war. We cannot afford that method no matter how many people like it. Have we learned nothing from the last ten years? It is stated by those who have most carefully studied the situation that the white race is today approximately seventy millions of people weaker because of that last war. How many times can we stand a blood-letting like that?

It has been computed that the white

race is today poorer in wealth by an amount that would be twice as great as the wealth of the United States, today the richest nation on earth. How many times can we afford to hurl into the discard such a mass of needed wealth as that war wasted, and yet play fair with the generations to come. And, too, we are told that the last war is nothing to what the next war will be. That there are already provided engines of destruction that will enable mankind to kill thousands where hundreds were killed before.

LET us listen again to the prophets of our day who have been standing upon the mountain tops and looking out toward the future, to a world dominated by this old, so-called practical method of settling national difficulties. They tell us that if we keep it up we might as well admit we are headed toward a tremendous Armageddon in some gigantic arena where, like gladiators of old, we cut and

slay till the earth is strewn with corpses and the last man bleeds to death from the wounds he has received.

Shall the historians in the centuries of the future, looking back at our age, write: "At this point in history a great, white, so-called Christian civilization committed suicide?"

The world is at a crisis. Let none of us doubt it. We are too near together not to find some way of solving our problems. The Rotary spirit has a great and constructive principle at its heart—a principle that the world needs now more than it needs anything else. And, surely, the time has come for that principle to be given a fair chance. Surely the other method has cost us more than we can stand and, surely, before God, as Rotarians, we have the right to insist on both the consideration and application of the solution to national relationships that we have found to be so valuable in our commercial and personal lives.

In the Track of the Wheel

(Continued from page 67.)

is taken from each classification makes it somewhat compulsory for him to be in a sense an ambassador from Rotary to his business or profession, and as such he must be aggressive not passive. It often happens that the smaller clubs report 100 per cent attendance for one or more successive meetings, and even in clubs with memberships of three hundred or more the attendance record is much higher than is usual in other organizations.

Rotary is the first of many "classification clubs" which have given business men the opportunity to become active in civic welfare. But with all its activities, Rotary has kept close to those original aims, defined as follows: "each member shall pledge himself to the service of society in general, his community, his business or profession and his home." Now we find Rotary planning to serve internationally instead of locally.

THE establishment of new Rotary clubs has been as deliberate as it was rapid, paradoxical as that may appear. No club is organized until a careful survey has shown that the community can furnish sufficient classifications, and sufficient good prospective members to insure the success of the club. So far as is humanly possible every effort has been made to prohibit "doubling up" on classifications, or any attempt at other than a strictly even balance of one representative from each classification.

There is plenty of good fellowship in Rotary, but sheer buffoonery is not en-

couraged; there is plenty of constructive effort, but the mere passing of long-winded resolutions is not considered good Rotary practice.

Real Rotary friendship is based on understanding and appreciation. It starts with acquaintance among individual club members, spreads through inter-city and district meetings, is intensified by the conventions, and finds new fields with the establishment of Rotary in new lands. First-name acquaintance, singing, and various club frolics are only manifestations of something much more important.

Naturally the spread of Rotary has involved a great amount of organization, and this organization in turn has involved a great deal of detail work. This is mostly handled by the Headquarters office in Chicago, where seventeen departmental sections occupy some 6,000 square feet of floor space. Chesley R. Perry, secretary, was elected in 1910 and has served ever since. Besides the seventy employees in this Headquarters office, there are a few paid secretaries employed by the larger clubs, giving their whole time to the work of their clubs. Separate Headquarters offices in charge of Vivian Carter, Esq., are also maintained in London for the Rotary clubs in the British Isles.

Club officials, district governors, and directors, give their services gratis, often at the sacrifice of a great deal of time and energy from their regular business. Yet the keen competition for these official positions is an indication of the spirit permeating the organization. How-

ever, it has been necessary to reduce certain large districts as the number of clubs increased. Committees on Redistricting, appointed by the International board of directors, vested with authority to investigate and make recommendations, have brought about a more efficient arrangement of districts.

UNSELFISH service, to the community, to the state, to your avocation, to your employees, to humanity in general is the keynote of Rotary. It is not a new occupation but it is a conception which must affect international trade and international relations of all kinds. It is an idea fraught with the greatest significance for international peace and understanding, for national and local peace and prosperity. It gives Rotarians the fullest opportunity to live an all-round life, a successful life in the highest sense of the word. Rotary recognizes that all profits are not material, but that material things have their place in service. The Rotary philosophy is broad enough to include all nations, all religions, and all political beliefs; the Rotary activities are numerous enough to give each individual member his opportunity to serve. In the things it has undertaken Rotary has done much alone, and much more through co-operation with similar organizations and with civic authorities. Many other civic, or service, or classification clubs, are modelled after Rotary, and this gives similar opportunities to those who are unable to join Rotary because of the necessarily limited membership.

The logical outcome of the Rotary ideal is the breaking-up of narrow provincialism and the establishment of world friendship. It is the abandonment of sheer hilarity in favor of the higher friendship which comes from understanding. How many centuries will be required to achieve this ideal—or whether it will ever be achieved—it is impossible to say. Probably not, for Rotary deals with humanity, and humanity is never perfect. But with every passing year the influence of this new—yet old—philosophy is becoming greater, and its results more apparent. New concepts are arising in the business and professional world, concepts of ethics not as copy-book maxims but as good and practical business.

To the real Rotarian, whether he be a Rotarian in fact or merely in spirit, there must be considerable satisfaction in reflecting on the rapid growth of the organization and the spread of its ideals. The work of Rotary has just begun, and it will never end. The swift changes of economic and social conditions bring in their wake new opportunities for service, new forms of profit. Paul P. Harris is still an active member of Club

No. 1, so are Silvester Schiele and Harry Ruggles and William Jenson and Charlie Newton and others of the original group—but there are now over four hundred members in the club. When these four hundred shall have witnessed an increase no less astounding than that which has passed since the first meetings of Club No. 1, there will still be new horizons and new zeniths for Rotary to seek. This old philosophy—this revolutionary conservatism—has taken its place in the business and social life of the world, but there are yet many unwritten chapters for its history. How far it can go, to what extent mankind can find similarities rather than differences, no one can prophesy. The Rotary wheel moves on, leaving its imprint on our times; the way of life stretches out before it and each successive year is marked with a broader and deeper track as the load of responsibility presses more heavily on the wheel. So long as that wheel is truly made, so long as all parts of it function harmoniously, the mileage is indefinite. But it is for each individual Rotarian to see that no flaw, no misconception, shall mar that wheel and jeopardize the safety of the load. *He Profits Most Who Serves Best.*

Profits: Material and Spiritual

(Continued from page 81.)

the bill, he said: "Charge these shoes to Mr. Coddling." My first impulse prompted me to acquiesce, but upon second thought I was reminded of my instructions. With undisguised embarrassment I told the gentleman I was sorry, but that my orders were not to let any goods leave the store unless paid for. To this Mr. Coddling replied: "All right, all right, I'll leave them here then," as he slammed the carton of shoes on the counter and walked briskly out. I was dreadfully wrought up over this incident, fearing it might result in my discharge. When Mr. Hotchkiss returned I told him what had happened. Imagine my utter consternation when he said: "Don't you know that this man could buy ten stocks like mine and still have money left?" I was crestfallen! Later, Mr. Hotchkiss again alluded to my action, assuring me of his greater esteem, by saying: "You did just what I told you to do; what more could I ask?"

A month later, while driving up what was called the "river road," Mr. Barber, a competitor followed and accosted me with: "How would you like to come and work for me? I will pay you \$10 more a month than you are now getting." This unexpected remark surprised me; yet, after a moment's reflection, I thought it would be rash to give a definite answer then and there, as Mr. Hotchkiss had always treated me generously. Mr. Barber was urging me to commit myself at once, by adding another still greater surprise when he said: "My friend, Mr. Coddling, told me a few days ago that he thought you would fill my wants nicely."

This statement opened my eyes to the fact that I had made a friend in Mr. Coddling

instead of an enemy, in refusing to trust him for one pair of \$5 shoes. That evening I told Mr. Hotchkiss about the offer of Mr. Barber, at the same time stating my ambition to advance as rapidly as possible, but would prefer continuing in his employment under equal terms. Quicker than the words can be written Mr. Hotchkiss replied: "You stay with me and I will not only give you \$10 more than Barber offered you, but I will make it \$20 more, and beginning on January 1st you shall share in the profits of my business."

An inherent sense of my obligation as employee prompted faithful service. I was conscious of a solemn duty that imposed confidence. I realized that in order to be true to myself it became necessary for me to be true to my employer. In short, I believed in the slogan so aptly fostered by the Rotarians: "He profits most who serves best."

P. J. K.

From a Welfare Worker

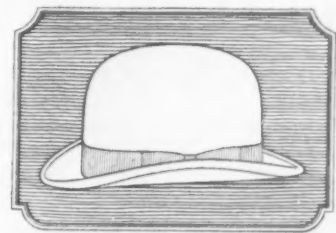
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At times my life was hard, my hours long, my remuneration not commensurate with the energy I expended. These thoughts would obsess me. I would try to banish them, obliterate Self, and recall the life of St. Francis de Sales, the first welfare



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FREE—Write for our banquet booklet which describes a complete line of Stunts, Table Jokers, Funny Favors, Paper Hats, Novelties, Balloons, Table Decorations, Noisemakers, etc.

ROTARY HATS—Crepe paper hats in various designs and colors (including Rotary emblems). \$9.50 per gross

S. S. ADAMS COMPANY
Asbury Park, N. J.

"Ready to Stick on Anything"



Gummed Gold Paper Rotary Seals
In the Official Colors
23K Gold Leaf

\$1.00 per 100 — \$7.50 per 1000

International Hatters Supply Co., Inc.
New York City

14 W. 4th St.

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**Every Type of Electric Sign
For Every Need**

All-metal Changeable Bulletin Boards
For Church and Commercial Uses
Indoor Specialty Electric Signs

ELECTRIC SIGNS, Inc.
1400-1406 S. Michigan Ave.
CHICAGO, U. S. A.

worker history mentions, next to Jesus Christ.

Again, after a day, long, toilsome, and filled with solving problems for countless people, unable to act for themselves, I would falter at the breadth of my task, falter long enough to recall the words: "There lives at this time in Judea a man of singular character whose name is Jesus Christ." I would try to visualize how He gave Himself, and spiritual strength would return.

Carrying the worry for others, thinking for them, straining my every energy told on me. I went to pieces, and am invalided home. It is worth it. Only a few months more and I will again be serving the public, practicing self abnegation, forging nearer to the Great White Gate, where some of our workers, gone on, will (I hope) whisper to the Custodian: "Go easy on Miss E. She did me a good turn."

My material gain was not great. The salary of a social worker is never commensurate with what they give—Self Plus Service, for only in the combination can we attain success. Our own Lowell says:

"Not what we give, but what we share,
For the gift without the Giver is bare.
Who gives himself with his alms feeds three,
Himself, his hungry neighbor and Me."

C. E.

Service to a Veteran

THE spirit of Rotary is seldom born in a day; it is usually the normal outgrowth of desire to get away from self.

From my youth up it was the endeavor of my parents to teach me consideration for the rights, privileges and well-being of others: and Consideration is the companion of Service. It was this idea born, as I recall, before Rotary as an organization came into existence, that led to the one instance in my life that has since helped me in the desire for Service.

In the Summer of 1899 I had occasion to detain at Florence, S. C. In this city diverging rails of the Atlantic Coast Line R. R., unite. Two trains arriving at the supper hour carried Confederate veterans bound for Charleston where the annual reunion was to be held. One veteran well beyond three score and ten years made inquiry of me of the probable hour of arrival in Charleston and what provision had been made for food and rest. The manner of his inquiry showed unusual concern. It was brought out during the conversation he had left Virginia the day previous with limited food which was to last him to his destination, but which he had shared with others. An invitation extended him to be my guest at the railway eating house was courteously but firmly declined. He was poor in purse but rich in soldierly pride. Taking him by the arm, though still reluctant to accept the courtesy, he was ushered to a table well filled with appetizing food. With one foot on the car steps and an arm around my shoulders, he made acknowledgment of his gratitude saying he was so weak physically from hunger he could not have lasted much longer. As he bade me good-bye, great tears rolled down his cheeks. His name has long since been forgotten, but his benediction upon me, have I often recalled.

Material profit is essential. Out of it come many opportunities for spiritual growth. It is only when one neglects to balance the two that the former is vain.

In the instance related only a small item of the material was involved, but through its application, for nearly a quarter of a century I have been the beneficiary of an act intended for another's welfare.

E. L. F.

The Direction of Duty

AS this is written I am a Rotarian. Next week I shall not be in Rotary. Today I have a job. Next week I shall join the army of the unemployed. But today I am happier than I have ever been and have a satisfaction I would not trade for any job.

I have labored long and earnestly to perfect myself in my profession. I am jealous of it and of my reputation and of my standing. There was a time when I was younger. I have a family. Yet never have I looked out upon the world with greater assurance or felt more confident that having tried to do the right thing there is a place for me where men toil.

We have a code of ethics in our profession and opportunity for service rather than remuneration is clearly written there. I helped in the devising of that code. I believe in it.

The story is a short one. Question: Shall I suggest that circumstances are such that my position might be filled by a less expensive man, forgetting the job I do not have to give up and foreseeing the implication attending always upon the man who goes, or, shall I look to my own well-being and to that of my family? The answer is that today I have a job and next week I will be with the army of the unemployed.

Just another word. I think I can see bigger things ahead of me than I have ever seen before, service to be rendered in a broader and more useful way, and the indications are that I am going to have a darned sight better job than the one I now surrender. And, by gum, I have had seven years in Rotary. What more could a man ask?

Fellows, it's a little bit difficult to decide sometimes, yet there is a way to determine, provided one is willing to risk bagging one's trousers at the knees. J. W.

Do You Think of Advertising in This Way?

(Continued from page 76.)

I know a lawyer—and he is well versed in his profession and capable of big things—who has failed to succeed by reason of his personal appearance. Clothes may not make the man but the appearance of prosperity is greatly to be desired. This lawyer is too careless about his personal appearance. He often misses a day or two without shaving. His linen sometimes is not of the cleanest and his suit is shabby and always needs pressing. "Why don't you engage Blank?" I asked a business man one day, referring to this lawyer.

"Hardly!" smiled this executive. "I

don't want a human scarecrow representing us. Our representative must travel and meet many important people. A man like Blank would create an unfavorable impression on the very people whom we wish to impress with our prosperity and financial soundness." Later they hired another young lawyer who makes it a practice to always appear well dressed and turned out. He is, in many respects, the inferior of Blank in legal lore—but he got the business and it is very profitable business, too. And Blank continues to advertise—in the wrong manner.

Advertising—both kinds—clearly de-

notes not only the character of an establishment but the very character of the man behind the establishment. Advertising is a democratic force for either good or evil. It can drag a man down to unpleasant failure or it can lift him up to the heights. It is, properly applied, one of the greatest forces in the business and professional world. It has lifted countless struggling merchants from the obscurity of a side street to the boulevards. Its very atmosphere can crystallize the ideal of a business or a profession more accurately than many spoken words.

Seeing and Selling

From far-off South Dakota a merchant writes and says:

"We think *J.N.* Green Stamps are better than a five per cent discount. Our customers can see and feel the stamps, and there is a great fascination in seeing the books fill."

Of course, "seeing is believing," but today seeing is also selling.

A tangible discount in the form of *J.N.* Green Stamps possesses more business building power than an intangible something given in a round-about way.

A tangible discount brings customers back, and bringing 'em back is quite as important as bringing 'em in.

Let your customers see what they are getting in the way of quality, price and a DISCOUNT, and you'll see more of them and more of their trade.

Send for a copy of "Business Insurance."

THE SPERRY & HUTCHINSON Co.

114 Fifth Ave.

New York

Hotels Statler

Rotary Hotels

BUFFALO

450 Rooms 450 Baths

CLEVELAND

1000 Rooms 1000 Baths

DETROIT

1000 Rooms 1000 Baths

ST. LOUIS

650 Rooms 650 Baths

A new Hotel Statler (1100 rooms, 1100 baths) is now building at Buffalo—to open in April, 1923; 500 more rooms will be added later. Another Hotel Statler is under construction at Boston, opening date to be announced when construction is further advanced.

Hotel Pennsylvania

New York—Statler-operated

2200 Rooms—The Largest Hotel in the World—2200 Baths

Seventh Ave., 32nd to 33rd Sts., Opp. Pennsylvania Terminal

Every guest-room in each of these hotels has private bath, circulating ice-water and other unusual conveniences. A morning newspaper is delivered free to every guest-room. Club meals, at attractive prices.

NEW ROTARY CLUBS

Mitchell, Indiana. Club No. 1281. Special Representative: E. W. Montgomery, of Bedford; president, Wm. E. Stipp; secretary, Arra N. Palmer.

Littleton, Colorado. Club No. 1282. Special Representative: Wm. R. McFarland, of Denver; president, G. Ernest Mitchell; secretary, Edgar Jenkins.

Monessen, Pennsylvania. Club No. 1283. Special Representative: G. Frank Kelly; of Scottsdale; president, W. Port Gemmill; secretary, A. E. Thomas.

Monterrey, Mexico. Club No. 1284. Organized by Fred W. Teele, Special Commissioner of Rotary International for Mexico. President: B. H. Jacobs (paper). Apartado 315, Monterrey, Mexico. Secretary: W. C. Wilcox (mining supplies), Apartado 306, Monterrey, Mexico.

Del Rio, Texas. Club No. 1285. Special Representative: Arthur B. Mayhew, of Uvalde; president, Phil B. Foster; secretary, D. Thomas Johnson.

Oakdale, Louisiana. Club No. 1286. Special Representative: Vic V. Lamkin, of Alexandria; president, James B. Edwards; secretary, Hubert O. Cain.

Conneaut, Ohio. Club No. 1287. Special Representative: Charles J. Starkey, Jr., of Ashtabula; president, William H. Brown; secretary, Walter E. Putnam.

Santa Maria, California. Club No. 1288. Special Representative: Wm. S. Porter, of Santa Barbara; president, J. H. Chambers; secretary, G. M. Scott.

Corona, California. Club No. 1289. Special Representative: Henry L. Graham, of Riverside; president, Charles M. Scoville; secretary, Arthur E. Lang.

Ellwood City, Pennsylvania. Club No. 1290. Special Representative: James E. Marshall, of Butler; president, Jos. W. Humphrey; secretary, Fred Bright.

Natchitoches, Louisiana. Club No. 1291. Special Representative: Clarence Pierson, of Alexandria; president, D. C. Scarborough; secretary, A. H. O'Quinn.

Wilksburg, Pennsylvania. Club No. 1292. Special Representative: George T. Barrows, of Pittsburgh; president, George C. Blair; secretary, William C. Hawley.

Concord, New Hampshire. Club No. 1293. Special Representative: Carl A. Hall, of Manchester; president, LeRoy B. Painting; secretary, Perley A. Foster.

Tampico, Mexico. Club No. 1294. Organized by Special Commissioner Fred W. Teele of Mexico City, Mexico. President, Dr. John A. Watkins, Apartado 294; secretary, Jack H. Hott, Apartado 777.

Frankfort, Kentucky. Club No. 1295. Special Representative: Ralph McCracken, of Lexington; president, J. W. Ireland; secretary, M. W. Sheffield.

Pontiac, Michigan. Club No. 1296. Special Representative: Bert Thomson, of Detroit; president, Hiland H. Thatcher; secretary, Birum B. Campbell.

Paonia, Colorado. Club No. 1297. Special Representative: Walter J. Hollands, of Delta; president, Robert F. Rockwell; secretary, Glenn H. Nichols.

Waupun, Wisconsin. Club No. 1298. Special Representative: Steve E. Gavin, of Fond du Lac; president, Robert M. Coles; secretary, Merle E. Faber.

Nutley, New Jersey. Club No. 1299. Special Representative: Watson Current, of Belleville; president, Horace Tatum; secretary, Johnson Foy.

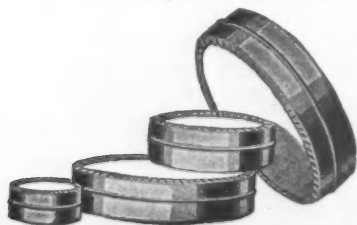
Myers LABELSTIK TRADE MARK Tin Boxes

Patented Dec. 17, 1918

"The Label Sticks - It's Part of the Box"

DRUGGISTS who use these better boxes stop labeling troubles, speed up store service, save their own time and please their customers.

Made by MYERS MFG. CO., Camden, N. J.
John H. Booth, President



Restores Pep Without Operating!

Carbon is the hook-worm of the gas engine. Scraping or burning it out is an unnecessary and expensive operation. You can "Witch" it out in 30 minutes at a cost of 8c per cylinder.

WITCH

Knocks CARBON Knocks

One ounce of Witch is poured into each cylinder and in 30 minutes so softens the carbon that it is blown out through the exhaust. It's simple, scientific and absolutely harmless. We guarantee its efficiency and refund your money if you are not wholly satisfied. \$1.25 per can; 25c for the Witch Gun for applying it. Get yours now.

Eastern Auto Products Co.
Providence, R. I.

K. Sulka & Company

SHIRTMAKERS AND HABERDASHERS

Men accustomed to wearing the best will find our very wide assortments in Unusual Shirts, French Neckwear, Hosiery, Robes, etc., of most Exceptional and Distinctive Character.

512 FIFTH AVENUE, NEW YORK
PARIS - 2 RUE DE CASTIGLIONE

Book Reviews

(Continued from page 85.)

of his opponents and the events that were transpiring elsewhere.

Henry Ford in collaboration with Samuel Crowther, presents many of his views upon life and labor and industry, with a naivete with which we are familiar in his methods and manner of mind. Many of the pages give evidence that Mr. Ford himself has provided the thought and throughout most of the pages a great part of the text.

Mr. Ford's views are interesting because he puts the spirit of romance into every statement he makes. His success is probably great enough to command universal attention. Of what he has to talk about is of foremost interest to the American people in these days of huge industry and the reaping of rewards of enormous sizes.

He has no fancy panaceas for the troubles of the times, but he does present economic views which may have a strong bearing upon the future of distribution as well as of production.

THE United States presidential administrations of the past thirty-six years have borne more fruit for contention than any other period of the country's political history. Appointments of notable business men with political proclivities have been made to the great credit of presidents who have chosen them. In nearly each case where the recorder has had such governmental experiences, the work done has been along lines of international affairs—by Strauss, Morgenthau, Page, etc.

Oscar S. Strauss, with strong character and sound foundations of principles and business policies, and particularly with the high intelligence of his race, took upon his shoulders diplomatic and official work under Harrison, Cleveland, McKinley and Roosevelt.

In Turkey as minister, in the railroad arbitration committee, in the Roosevelt cabinet, Mr. Strauss served with fullness of heart and ability. His narrative is written in delightful style. His frequent mention of men and women of renown and ability gives his pages a liveliness full of literary and social entertainment. His keen views upon the activities of these men and women conveys something of his insight into the human element in public affairs. His pictures and descriptions will fill many an empty niche in the halls where history will permanently place men and incidents of the time.

IN the writing of history, James Ford Rhodes holds a distinctive position. His style is clear and concise, his methods are direct, and the matters which he puts together in order to present his case are

salient and not encumbered by irrelative or petty details. He does not write personal narrative, but seems to have chosen a method midway between the reporter's and the cold-blooded historian's: the result is history written fairly swiftly and therefore never open to the criticisms of being tedious. He chooses two administrations and makes the narrative complete in the essentials, giving the real trend of affairs without the evidences of political machinery or personal diversions on the part of leaders.

The book is temperate, it is simple in its charm and plays a decided part in anyone's understanding of the two periods.

IN the nation's social service Henry Morgenthau gave his time and efforts sincerely and adequately. His attention to the needs of the times as he saw them was of the highest character and the greatest usefulness. His diplomatic associations with leaders of sociologists, his economic and political principles, his initiative at times when men were apparently fearful of any personal action, his insistence upon the right as he saw it, and the strength of his manner and consistency of determination to represent the right, provide for us now a story in his personal narration of it that is full of fascination and romance.

He describes events with such expression and sureness of hand that we participate in his affairs with a sensation of personal association; and his strong opinions are given with such frankness and absolute sincerity that his statements carry the greatest weight.

It is doubtful whether any group of books has been issued by the publishers equal to these eight. To them we would add the *Life and Letters of Walter H. Page*, which certainly rank among the greatest of all times.

Here was a man who fulfilled admirably the exceptionally arduous duties and responsibilities of ambassador to the Court of St. James during the pre-war and war period, when the countless problems seemed well nigh insurmountable. Tragedy, comedy lurks on nearly every page and throughout it all we have a picture of a man of courage, of infinite wisdom and tact, of never-failing courtesy—a man who put his whole self into everything he did, including these, his letters, to President Wilson, other officials, and to his family.

We are favored in our time with such outstanding biographic matter that there is no reason for us to misconstrue the purposes of the leading men of our time. The times make citizens and public servants—through such men's eyes and minds we can translate much of what we little understood during the past half-century.



GOLFERS

DON'T let winter interfere with your favorite game. Get a Craig Golf-meter which enables you to play indoors or out the year round regardless of the weather. The actual distance of every shot, whether played with iron or wooden clubs, accurately recorded on the dial. The flight of the ball as it revolves around the upright indicates whether it has been cleanly hit, "topped" or "sliced." Requires a space only 11x14 feet.

Entertain your friends these long winter evenings with a round of golf on the Golf-meter. Secure the exercise that will keep you well. Home practice that will put you at the top of your game when the course opens in the spring.

Price \$27.50. West of the Mississippi River \$29.00. Shipped express prepaid on receipt of check or c. o. d.

CRAIG GOLFMETER COMPANY, Inc.

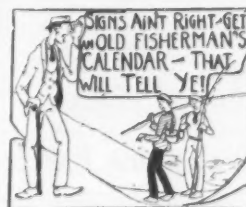
304 Van Alst Ave.
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Internationally Used by Rotarians

For displaying maps, charts, pictures, photographs, etc., without marring woodwork or walls, use

MOORE PUSH-PINS
Glass Heads, Steel Points

Sold by hardware, stationery, drug and photo supply stores. 10c. per pkt.
Rotary Club Attendance Charts mailed for 4c in stamps.
MOORE PUSH-PIN CO., PHILADELPHIA



25c 1
Old 9
Fisherman's 2
Calendar 3

O. F. CALENDAR
Box 1536 High St.
Springfield, Mass.



St. Paul-Minneapolis

Good Dinner—
Good Night's Rest

North Western Limited

Lv. Chicago 6:30 p. m. daily
Ar. St. Paul 7:20 a. m. Minneapolis 7:55 a. m.

Excellent table d'hôte dinner, with the season's delicacies, awaits you in the dining car—ready to serve before the train starts.

Most modern all-steel equipment, buffet lounging cars. Palatial Pullman compartment and drawing-room sleeping cars.

Three other fast trains daily from Chicago—

Badger State Express Lv. 8:15 a. m.

North American Lv. 10:00 p. m.

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The Best of Everything

For full information ask any ticket agent or address
C. A. CAIRNS, Pass'r Traffic Manager

Chicago & North Western Ry.

226 W. Jackson St., Chicago



Chicago Passenger Terminal

The Powers Hotel

ROCHESTER NEW YORK

Comfort — Courtesy — Convenience
350 Rooms—300 Baths



Home of
Rotary-Luncheons, Tuesdays
—Ball Room

Automobile Club of Rochester, Kiwanis Club, Cornell Club of Rochester, Lions Club, Knights of Columbus Club, City Club, Realtors of Rochester, A. W. O. L. Club, Engineers Club.

J. MESSNER, Pres. and Manager

An extraordinary paper for ordinary use

That's MultiKopy
No. 25

Meets more requirements of general office use than any other carbon paper. All colors and weights.

If you want 20 copies at one typing, use MultiKopy No. 5, light weight.

If you want 100 writings, from one sheet, use MultiKopy No. 95, medium weight.

Ask your stationer for your kind of MultiKopy. Star Brand Type-writer Ribbons write the best letters.

F. S. WEBSTER COMPANY
376 Congress St., Boston, Mass.



IT IS TRUE "He Profits Most Who Serves Best" BUT—

it is unfortunately also true that with the rank and file it usually happens that the man who talks the



longest and loudest about SERVICE is thinking about what the other fellow should render to him.

K. V. P.
Bond Paper
For Letter and
Billheads, and all
Office Forms

**Vegetable
Parchment**
For Wrapping
Meats and
Dairy Products

**Waxed
Paper**
For Wrapping
Bread, Candy,
Tobacco, Etc.

Household Essentials
Shelf and Lining Paper
Household Vegetable Parchment
White Waxed Paper

Kalamazoo Vegetable Parchment Co.,

Kalamazoo, Mich.

Two Men — and a New Crusade

(Continued from page 74.)

with those queer smiles of almost supernatural wisdom playing upon his features. He often seemed to hesitate. He repeated words. There was nothing of the orator, nothing of eloquence about his speech. But there was to his words, there was to his poise, there was to his manner a sincerity, a positiveness, and at times a bitter note, but always a singing, ringing spirit of patriotism that echoed itself on the heart chords of every man and woman who heard him.

He said he had heard a man from England say some ugly things of America. And then he had heard a Frenchman say some ugly things. And he heard that America was saying ugly things about England and France. He—an old man who had lived out his life and his usefulness and had gone to watch his sunset in a cottage by the sea—he did not like to hear these things. He knew something of America. He had lived here. He had been here just after the great Civil War. He had met General Grant—the man who said: "Let us have Peace"—and that was what he wanted—peace. And protection with that peace. And so he came to America to see how things were. And to talk to Americans. It was just his own notion. There were some things he did not believe the people of America knew about. And so he proposed to tell them—in his own way.

It was a pathetic spectacle—yet a brilliant and overwhelming spectacle. This old man, the center of the tense, absorbing interest of thousands of an alien people—slowly, eagerly, whimsically—and oh! so powerfully pleading, without making a single plea; stating cold facts and columns of statistics—with a yearning—columns of figures that never before were given—in a voice that never lost its note of hesitating, questioning insistence—pleading and yearning for just one thing—*Friendship!*

That is the tale—that is the new crusade—and the two men who are making it!

Efficiency!

Two men were arguing about the big business transacted in their respective home towns.

"Huh," remarked one. "In my town we've got a factory that uses a hundred thousand gallons of ink a year in signing its correspondence."

"That's nothing," was the retort. "There's a mail-order house in our town that saves a hundred thousand gallons of ink a year just by not dotting the 'i's' and crossing the 't's' in its correspondence!"

District Standing

Attendance Percentage

FOR DECEMBER, 1922
TEN HIGHEST

Name of Governor	No. of Clubs in District	No. of Clubs NOT Reporting	Average Membership	Average Per Centage	No. Reporting 70% or above
4 Arthur E. Johnston	16	0	73.23	92.13	16
7 Jas. H. Walton	25	0	50.12	91.00	25
2 John R. Williams	50	0	65.29	90.88	50
12 Albert Paulconer	42	0	56.70	90.03	42
9 Norman B. Black	30	0	55.38	89.21	29
8 Chas. B. Christy	14	0	51.08	88.98	14
1 Frank H. Lamb	35	0	80.12	88.35	34
32 Walter Grant	9	0	61.25	87.75	9
35 Ches. K. Robertson	41	0	69.23	87.08	39
15 Geo. T. Guernsey, Jr.	31	0	58.44	86.78	28

THE IN-BETWEENS

36 Lion L. Woodward	28	0	56.77	86.15	28
17 Albert Peart	24	0	54.91	86.08	23
11 Paul Rankin	76	0	57.08	85.77	73
29 Harlan H. Horner	25	0	93.32	85.76	22
39 Porter G. Pierpont	35	0	58.85	85.46	34
10 Austin O. Olmsted	36	0	55.28	85.32	34
27 Edward C. Bull	33	0	85.53	85.32	32
33 A. W. Smith, Jr.	31	0	59.71	85.17	29
16 E. Mort Allen	21	0	56.99	84.73	19
13 John V. Singleton	66	0	61.51	84.14	63
14 Wm. G. Keith	18	0	80.77	83.65	17
5 Chas. P. McCarthy	20	0	50.54	83.57	19
31 Robert W. Hill	35	0	72.91	83.20	33
37 Roger Moore	32	0	57.92	83.14	31
23 Jas. H. Richmond	32	0	60.16	82.97	30
24 Jos. R. Naylor	19	0	70.93	82.40	17
19 E. B. Baker	65	0	64.22	81.22	59
18 John P. Old	38	0	71.29	81.31	35
34 Geo. F. Lumb	25	0	64.84	81.07	20
28 Wm. J. Cairns	33	0	94.08	79.96	27
30 Donald A. Adams	18	0	78.72	79.84	16
22 Geo. C. Mitchell	27	0	81.73	79.72	22

FIVE LOWEST

20 Frank H. Hatfield	51	1	64.61	79.66	44
38 Carroll H. Jones	27	0	51.67	78.20	23
6 Oliver W. Belden	18	0	60.16	76.54	17
28 Jas. S. Thomas	21	1	49.35	75.54	17
21 Theo. E. Smith	28	1	84.17	73.30	19

SUMMARY

Number of clubs reporting average percent of 70 or above	1,097
Number of clubs reporting average of less than 70	80
Number of competing clubs not reporting or neglecting to report on time	3
Total number of clubs competing	1,180
Average percent attendance U. S., Canada and Newfoundland	84.09

December Attendance by Years

BY comparing the average attendance figures of Rotary International for the month of December during the years since the inauguration of the Attendance Contest, some interesting conclusions may be drawn.

It should be kept in mind, when speculating on these, that the rules of the contest were very flexible in the early days. Credit was given for members absent in government service, and the leeway to the individual members in attending meetings of another club was much greater than at present. The penalties which reduce the club, district, and International average percentage of attendance through failure to report, from suspending regularly scheduled meetings or other causes, and which are now embodied in the rules and interpretations, were unknown.

Despite all of these factors, which automatically reduce the International percentage of attendance, the latter has continued to climb at the following rate:

	Approximate
December, 1918	57.00%
December, 1919	69.32%
December, 1920	77.40%
December, 1921	82.77%
December, 1922	84.09%

The latter average is but 48/100 of one per cent under the November, 1922, figure—the Rotary International high-water mark.



The SEINE MENDERS

Carefully examining every mesh for rot or tear, the deep sea fisherman takes no chances with his gear.

One weak part and all his labor and a goodly part of the catch are in danger of being lost.

In the preparation of a costly advertising campaign, one poorly executed part may mar or utterly nullify the advertising value of the rest.

Implicit confidence can be placed in the Art and Engraving Service of the Barnes-Crosby Company specialists in these two vital elements of Advertising.

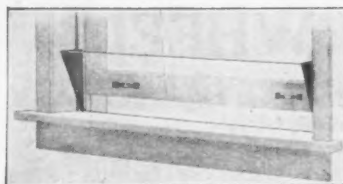


BARNES-CROSBY COMPANY
E. W. HOUSE, President
Advertising Art Studios
Photo-Engraving Shops
210-232 West Madison Street, Chicago, Illinois
101-103 Locust Street, St. Louis, Missouri

Fresh Air

Without draft with the "COMMON

SENSE" Ventilators



(Made of plate glass)

YOU SEE THEM EVERYWHERE

The "COMMON SENSE" window ventilator is used in OFFICES, Residences, Schools, Hospitals, Hotels, etc.

Send for our "FRESH AIR" folder

GLASS WINDOW VENTILATOR WORKS

331 S. Dearborn St., Chicago

Europe — 1923

We will plan special itineraries for you or your party in accordance with your own ideas and the amount you wish to spend, or we will welcome you in one of our Escorted Tours. These leave at frequent intervals; itineraries are of varying lengths and offer a large choice of routes. Send for booklet.

Around the Mediterranean

COOK'S Annual SUMMER Cruise
Following the conspicuous success of our "CAMERONIA CRUISE" in 1922 we have specially chartered for the Season 1923 the new, oil-burning Cunard-Anchor Liner "TUSCANIA" to sail from New York June 30th, returning September 1st. The itinerary will again embrace the most fascinating sights of the Mediterranean wonderlands—scenes rich in history, literature, and religion—old-world nooks that are ever full of interest.

THOS. COOK & SON

245 Broadway NEW YORK 561 Fifth Ave.
Boston Chicago Los Angeles Toronto
Philadelphia San Francisco Montreal Vancouver



In the Heart of Chicago
Hotel Sherman
 Downtown Rotary Club Hotel

Write R after your name when you register (R). Luncheon of the Chicago Rotary Club every Tuesday at this Hotel at 12:15. Visiting Rotarians always welcome.



**Offering the 7 Essentials
 of a Banking Home**

SAFETY SPIRIT EXPERIENCE
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Rotary Club Activities

(Continued from page 104.)

700 Rotarians were present representing thirty clubs, and the Newark club had 99 per cent attendance. The Newark Rotarians staged a miniature business show. On the walls were stretched a number of tennis nets bearing the photocog wheels of the club (a Rotary wheel with photo of Rotarian tacked on hub and name and classification printed on the rim). On tables under the nets were articles representing the businesses of the various members. Silk ribbons led from the cog wheels to the articles exhibited. All articles on the menu were purchased from members of the local club and credit given on the menu. Fourteen soloists, a minstrel show, and timely addresses by club officials and past and present district governors were among the entertainment features. During the intermission Lyle Kinmouth, past district governor of the old Third District, was presented with a diamond-studded watch fob, a gift from the clubs of the old Third District. The final scene showed District Governor Lion Woodward in his office where he was visited by four past district governors, each of whom gave advice on some Rotary topic.

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VINCENNES, IND.—As the result of a stunt formulated by President Webb Beggs of the Vincennes club, it was almost necessary to call out police reserves to quell a "small riot" at the club meeting place. During the first part of the meeting the mayor entered, seemingly breathless with excitement. He said that the police had apprehended one of two men who were making I. W. W. speeches but that the police had not sufficient evidence to justify them holding the man.

At the alleged request of the department of justice the Rotarians were asked to hear the man and then sign affidavits which would result in his deportation. The chief of police (who weighs about 300 pounds) dragged in a man who looked like a typical Anarchist. For fifteen minutes the "Bolshevik" kept the Rotarians in hot water by his slurring comment on government and society. When it was noted that the stunt could not be continued without risk of violence, President Beggs introduced the entertainer as C. E. Swayzee, field man for the American Legion. Mr. Swayzee then gave a talk on Americanization activities of the Legion, as opposed to the sort of thing he had just demonstrated.

Another interesting meeting of the club was attended by two hundred prominent farmers of the county, and still others had as their objects a trip to the light and power plant at Edwardsport, which serves sixty-nine cities and towns, and the entertainment of 109 orphan boys from various institutions. The Vincennes

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club plans to stage a minstrel show immediately after the Lenten season.

LANSING, MICH.—For some years past the Lansing club has supported and maintained quarters for a boys' club, thus providing a meeting-place and indoor recreation for boys whose leisure hours might otherwise be less usefully employed. Recently the scope of the work has been enlarged, and the benefits greatly increased, by arrangement with the Y. M. C. A., which extends certain of its house privileges and furnishes additional personal supervision to the boys of the club. The Rotary club recently entertained a large number of boys at a luncheon and it is thought that by placing responsibility for active personal effort on individual Rotarians the Rotary club can best increase its influence in the community.

ATHENS, GA.—At a "Georgia Day" meeting the Athens club had the pleasure of hearing an address by one of the foremost women of their state, Miss Mildred Rutherford. Rotarian Andy Soule, who was one of the commissioners sent by President Harding to the International Exposition at Rio de Janeiro, gave a most interesting account of his trip.

At the annual "Ladies Night" held recently it seemed that the club had been very careless in its choice of members, as several of them were brought before the "Court of Rotary" on various charges; a prominent financier for loitering, a leading banker for extortion, and a professor of animal husbandry for cruelty to animals. It was a good stunt, emphasizing good and bad principles of membership.

CHARLESTON, W. VA.—On December 29th the Charleston club wrote "Finis" after the list of its activities for 1922. This was a joint meeting, at which the Huntington club was entertained. Rotarian W. C. Bamburgh of the Babson Institute gave an address on business panics and how to prevent them. During the past year Charleston Rotary has been active in welfare work. The club maintains a ward for crippled children in one of the local hospitals, and at present six children are receiving treatment. At one meeting sufficient funds were raised by the members to erect a permanent camp for the Girl Scouts. The club also made a 100 per cent subscription to the new library building campaign and was active in other civic projects. Charleston Rotarians are now busily preparing for the Sixth District Convention which will be held in their city in March.

FOND DU LAC, WIS.—The Fond du Lac club staged a big community event on January 4th when it held a banquet for the Kiwanis and Lions clubs. The banquet was given at the Palmer House and was followed by an excellent program.

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REGD. WALL. P. 111

toastmaster and also gave the address of welcome. Responses were made by Rev. W. P. Leek for the Kiwanis club, and H. C. Berndt for the Lions club. District Governor Olmstead delivered a notable address and the program of speeches was rounded out by Oscar F. Stolzer, president of the Milwaukee Rotary Club, who gave a very inspiring talk.

®

BELTON, TEXAS.—As a sample of the lines of communication being established between far-distant Rotary clubs, we quote this from the Rotary Club of Belton to the Rotary club of Auckland, New Zealand:

Dear President Charlie:

Your Christmas and New Year greeting reached us yesterday morning. Today I read it to our club and tried, at the same time, to say what was in my heart about the significance of your message in the way of an ultimate establishment on this earth of the era of universal brotherhood. The contribution that Rotary is bound to make in the course of years toward the realization of this dream of ours, will, in my humble opinion, be profound, and it should be the mission of every true Rotarian to further this realization. Any organization that can bind men as close together in right thinking and right doing, when they are far apart physically, as Rotary has bound your club and mine, is a great organization. May we, too, extend to your club every best wish for the coming year. Rotarily, JACK HUBBARD, President.

®

PEEKSKILL, N. Y.—The Peekskill club recently listened to a talk by Dr. William Seaman Bainbridge, one of the most skilful surgeons in America. For several years Dr. Bainbridge has been in the service of the United States Government, and has visited most of the war-ravished countries. He has gained a comprehensive view of world conditions, and his remarks on this theme are not calculated to make an optimist turn somersaults. The Peekskill club had a 99 per cent attendance at this meeting and is now conducting an attendance race with the Cape Girardeau (Mo.) club.

®

STAUNTON, VA.—Boys' work, Rotary's shibboleth, has been kept uppermost in the minds of the Staunton Rotarians during the past year. The club has renewed its support of a whole-time public-school physical director and Boy Scout executive for another year, and bore the expenses of a Boy Scout camp last summer. But members of the club think that probably the biggest thing it has done for the boys of Staunton was its presentation of Dr. Charles E. Barker's lectures on right living. Dr. Barker spoke five times during a two-day visit, and each time to a packed house. The city press declared in editorials that had Rotary done nothing else for the city, it had justified its existence by securing the Barker lectures.

®

CONNEAUT, OHIO.—Rotary was extended into the very northeastern corner of Ohio, and Conneaut was given a slightly delayed Christmas present on Dec. 29th, when the Rotary Club of Conneaut was instituted as club No. 1,287 of Rotary International. It is the 28th club to be organized in the 21st district and the charter was presented in person by Dis-

trict Governor Theodore E. Smith. The charter meeting was enlivened by the presence of many visiting Rotarians. The Ashtabula club sent nineteen representatives, and the Erie club, of the 27th District, sent four. Altogether some forty-five members and guests assembled for dinner at the Hotel Cleveland and the program was opened by President William H. Brown who spoke briefly on the subject of the new club. The two visiting presidents responded; then Rotarian Charles J. Starkey of Ashtabula, who acted as special representative during the organization of the Conneaut club, introduced District Governor Smith. Governor Smith gave a very earnest and enlightening address on Rotary, concluding with the presentation of the charter.

®

SPRINGFIELD, MASS.—The two outstanding events during 1922 were the "Boys and Girls Festival Week" and the "Rotary Family Party."

At the latter Arthur Frederick Sheldon spoke to the boys and girls (big and little) on the subject of the Rotary motto. Since that party mothers and children are demanding another lesson in Rotary, family style.

The "Boys and Girls Festival Week" was an achievement of high rank. The Boys Week program was used as a basis but the girls were recognized as well as the boys.

Other interesting features were "Display Day," with eighteen window displays throughout the city, demonstrating various accomplishments of the Springfield children, from handicraft to art exhibits; a "Horticultural Day," with demonstrations of pruning, spraying and planting; and a "Thrift Day" when the banks were host to the children with education in public service, thrift and simple banking.

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